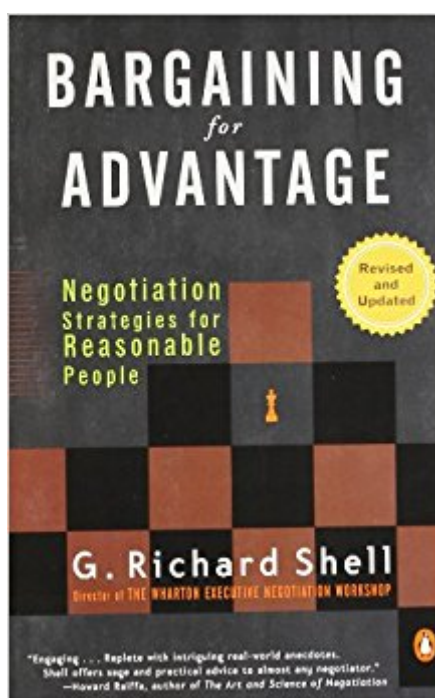


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# Bargaining For Advantage: Negotiation Strategies For Reasonable People 2nd Edition



## Synopsis

The tools you need to negotiate effectively in every part of your life. As director of the renowned Wharton Executive Negotiation Workshop, Professor G. Richard Shell has taught thousands of business leaders, administrators, and other professionals how to survive and thrive in the sometimes rough-and-tumble world of negotiation. His systematic, step-by-step approach comes to life in this book, which is available in over ten foreign editions and combines lively storytelling, proven tactics, and reliable insights gleaned from the latest negotiation research. This updated edition includes:

- A brand-new "Negotiation I.Q." test designed by Shell and used by executives at the Wharton workshop that reveals each reader's unique strengths and weaknesses as a negotiator
- A concise manual on how to avoid the perils and pitfalls of online negotiations involving e-mail and instant messaging
- A detailed look at how gender and cultural differences can derail negotiations, and advice for putting talks back on track

## Book Information

Paperback: 320 pages

Publisher: Penguin Books; 2 edition (May 2, 2006)

Language: English

ISBN-10: 0143036971

ISBN-13: 978-0143036975

Product Dimensions: 5.5 x 0.7 x 8.5 inches

Shipping Weight: 8.8 ounces (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars 156 customer reviews

Best Sellers Rank: #2,643 in Books (See Top 100 in Books) #12 in Books > Business & Money > Management & Leadership > Negotiating #16 in Books > Business & Money > Skills > Communications #23 in Books > Biographies & Memoirs > Leaders & Notable People > Political

## Customer Reviews

"Engaging . . . Replete with intriguing real world anecdotes. Shell offers sage and practice advice to almost any negotiator." -Howard Raiffe, author of *The Art and Science of Negotiation*

Getting a little better at negotiation can make a big difference in your life. Let a leading teacher at the world-renowned Wharton School of Business make you a lot better. As director of the Wharton

Executive Negotiation Workshop, Professor G. Richard Shell has taught thousands of business leaders, administrators, and other professionals how to survive and thrive in the sometimes rough-and-tumble world of negotiation. His systematic, step-by-step approach comes to life in this book, which combines lively storytelling, proven tactics, and reliable insights gleaned from the latest negotiation research. Shell's unique approach, which starts with a candid self-assessment of your personal strengths and weaknesses, helps everyone from the inexperienced, anxious negotiator to the seasoned veteran. You will learn to: -- Succeed even when you think you are short on bargaining power-- Counter hardball tactics and tricks without compromising your ethics-- Build trust in working relationships-- Improve your leverage at each stage of the process-- Decide when to compromiseLaced with entertaining stories about some of the best negotiators of all time -- including Benjamin Franklin, J. P. Morgan, Sony's Akio Morita, and Donald Trump -- this remarkable how-to guide gives you the tools you need to become a skillful negotiator in every aspect of your life.

I actually found this to be a pretty interesting read, which I think is saying something about a negotiation book.I picked this up to help with my career in general - I didn't have any upcoming negotiations I was worried about, but I do have to negotiate on behalf of myself and my employer fairly frequently, and it's an area I've looked to improve at. I wasn't expecting to really learn that much about it from a book, but Shell lays things out in a simple and easy-to-follow way that makes sense and is easy to remember. There are plenty of tips, not just about how to negotiate but how to develop your own negotiation style. And while he clearly favors some styles over others, he's upfront about this and still manages to give advice for those who choose to go a different route.I haven't had a chance to put my new knowledge to the test yet, but at the very least I feel confident that the next negotiation I step into, I'll know how to prepare and what to look for. And if I don't feel confident at the time, this book includes an appendix to help you organize negotiation prep ahead of time as well.

Good advice, relevant case-stories ... however, the book gets painfully boring at times and elaborates absolutely obvious points. Do read a sample before you buy. If you find the style engaging, then you can safely add a star or two to the rating.

As a small business owner I often find myself in the previously uncomfortable position of having to negotiate for my business advantage. Before reading this book, my own negotiation "rules" could be

summed up with the following beliefs: "If I am reasonable in my requests, I should not have to negotiate, only approve or disapprove deals" and "I will ask for what I want and need, and they can take it or leave it" and the typical belief "everyone is out to screw you over, be careful". This book took the mystery and bravado out of the negotiation process, arming me with "rules" that actually civilized the process for me, I feel confident that can handle typical negotiation situations in the future with a level of success that I have never achieved in the past. I cringe at the lost opportunities, missed because of my own missteps from the very beginning of the process using my old negotiation belief system. This book is not simply common sense, it is a door opener.

This is an excellent book on negotiation. These are some things I liked about the book:1) It makes for an entertaining read. Shell uses interesting stories and examples to illustrate his points, so the book never feels too theoretical or academic.2) It is comprehensive and great for beginners. Part I covers the six foundations of effective negotiation, while Part II goes through each step of the negotiation process in detail. There is even a lengthy chapter on ethics.3) It provides negotiation advice that is tailored to both the negotiation context (e.g. where your relationship with the other party is important vs where it is not) and the individual negotiator's natural inclinations (there is a test included in the book to help you determine what type of negotiator you are). The latter is particularly helpful because most books on negotiation simply teach a particular negotiating style, without considering that a person's personality might prevent him from effectively adopting a particular style.4) It is well-written and systematically organised. While each chapter is quite long, they are broken down into bite-size chunks through liberal use of headings. This makes it easy to read the book over many brief sittings (as I did). There are also point-form summaries at the end of each section and/or useful diagrams that recap what has been taught.5) It is intelligent and substantial. Shell brings in insights from psychology (he draws heavily on Cialdini's work) and his job as a negotiation teacher at Wharton Business School, so I never felt like I was reading fluff. And even where Shell's points are not original, he manages to "value-add" by presenting them in a framework that makes them easier to understand and implement. All in all, I would highly recommend this book to anyone interested in negotiation.

This book first impressed me with the range of negotiations it covers: from multi-million dollar business deals, to hostage negotiations, to your five-year-old refusing to eat her broccoli. The suggestions in this book are backed up with research results, illustrated with real world examples, and summarized with tables and checklists. Whatever your style of learning, this book offers a way

for you to engage with it. Moreover, Shell recognizes the negotiator as full person with a personal style, a culture, existing relationships, and an ethical framework. I have found the lesson learned in this book have helped me in negotiations over resources at work as well as when conflicts occur in my romantic relationships. I whole-heartily recommend this book to everyone.

The best book on this subject I have read. It will make you a better negotiator for buying a car, insurance, or anything. It will help you get a raise, handle people, talk to your wife or children, or anyone, since everything is either selling yourself in a social marketplace or negotiating for what you want in life. This book will keep you from being a sucker, but it is not going to make you Donald trump. It's just basic negotiation 101, just what most people need.

This a good read for anyone who's looking to improve their negotiating skills. It has some great anecdotal stories and really ties everything together in a way that is easy to comprehend.

Excellent resource. To me those most valuable parts of this book were learning to align negotiation with my personal style and that the stereotypical hard-core, confrontational negotiation is actually quite counterproductive. I had always sensed the latter but it was nice reading this as confirmed from Shell who is clearly an expert on the matter.

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