

The mind and heart of the negotiator

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Abstrak

For undergraduate and graduate-level business courses that cover the skills of negotiation. The Mind and Heart of the Negotiator is dedicated to negotiators who want to improve their ability to negotiate-whether in multimillion-dollar business deals or personal interactions. This text provides an integrated view of what to do and what to avoid at the bargaining table, facilitated by an integration of theory, scientific research, and practical examples. This program will provide a better teaching and learning experience - for you and your students. Here's how:

- * Provide Students with Practical Real-World Examples: Each chapter opens with a case study that illustrates a real business situation.
- * Offer In-Depth Information on Business Negotiation Skills: This text provides practical take-away points for the manager and executive on integrative negotiation and contains a series of hands-on principles that have been proven to increase the value of negotiated deals.
- * Keep your Course Current and Relevant: New examples, exercises, and statistics appear throughout the text.