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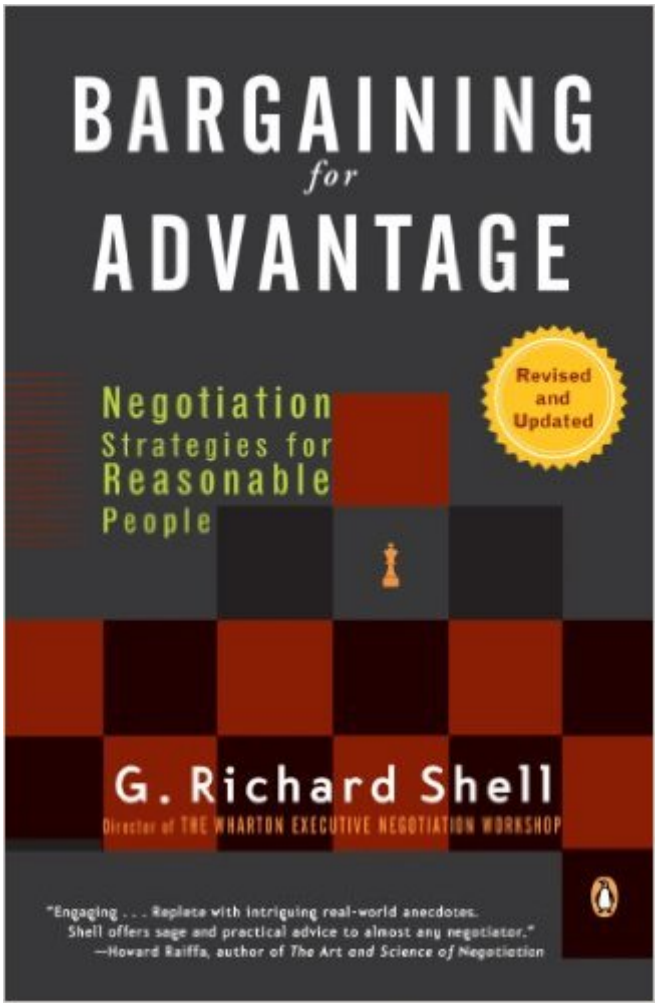
# Bargaining For Advantage: Negotiation Strategies For Reasonable People

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## Synopsis

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 negotiatorA concise manual on how to avoid the perils and pitfalls of online negotiations involving e-mail and instant messagingA detailed look at how gender and cultural differences can derail negotiations, and advice for putting talks back on track

## Book Information

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## Customer Reviews

I had always been under two false impressions about negotiations. First, that negotiations are all about business and commercial transactions. Second, that negotiations are about hardball tactics where the stronger side "wins" and gets away with a great deal while the weaker side is beaten down and suckered into a raw deal.Richard Shell’s book completely changed this impression. This is a book that is well written and the ideas are structured in way that I could read and take away bite-sized chunks. The book is also very practical and ends each section with a checklist to be used when you negotiate. Shell has made the book very readable by not going overboard on negotiations theories and sprinkling the book with some terrific stories. The stories range from negotiation strategies employed by Mahatma Gandhi and Akio Morita to Indonesian villagers and Tanzanian tribesmen.The main message of the book is that negotiations are mostly about relationships and that each party may have something to offer that is of enormous value to the other party. By building your relationship and unearthing that value you can conclude a successful negotiation where everybody leaves the boardroom or village center with satisfaction. Shell draws his rich material from many negotiating situations (e.g.-: kids negotiating with their parents about dinner, an elderly widow negotiating with real estate tycoon Donald Trump, and the negotiations for buying out RJR Nabisco). He has also drawn on negotiating styles from around the world and compared the cultural differences (e.g.-: Gandhi negotiating in South Africa, the importance of networks or Guanxi in Chinese cultures, etc.

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