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Nota di contenuto	Cover -- Title -- Copyright -- Contents -- Preface -- About the Author -- Part I: Essentials of Negotiation -- Chapter 1 NEGOTIATION: THE MIND AND THE HEART -- Negotiation: Definition and Scope -- Negotiation as a Core Management Competency -- Dynamic Nature of Business -- Interdependence -- Economic Forces -- Information Technology -- Globalization -- Most People are Ineffective Negotiators -- Negotiation Traps -- Why People are Ineffective Negotiators -- Egocentrism -- Confirmation Bias -- Satisficing -- Self-Reinforcing Incompetence -- Debunking Negotiation Myths -- Myth 1: Negotiations are Fixed-Sum -- Myth 2: You Need to be either Tough or Soft -- Myth 3: Good Negotiators are Born -- Myth 4: Life Experience is a Great Teacher -- Myth 5: Good Negotiators Take Risks -- Myth 6: Good Negotiators Rely on Intuition -- Learning Objectives -- The Mind and Heart -- Chapter 2 PREPARATION: WHAT TO DO BEFORE NEGOTIATION -- Self-Assessment -- What Do I Want? -- What Is My Alternative to Reaching Agreement in This Situation? -- Determine Your Reservation Point -- Be Aware of Focal Points -- Beware of Sunk Costs -- Do Not Confuse Your Target Point with Your Reservation Point -- Identify the Issues in the Negotiation -- Identify the Alternatives for Each Issue -- Identify Equivalent Multi-Issue Proposals -- Assess Your Risk Propensity -- Endowment Effects -- Am I Going to Regret This? -- Violations of the Sure Thing Principle -- Do I Have an Appropriate Level of Confidence? -- Other Assessment -- Who Are the Other Parties? -- Are the Parties Monolithic? -- Counterparties' Interests and Position --

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Sommario/riassunto

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.

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