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Nota di contenuto	<p>MASTERING BUSINESS IN ASIA NEGOTIATION; Contents; About the series; Preface; Acknowledgments; 1 Negotiating in Asia: Introduction; What do we mean by "Asia"?; Why negotiating in Asia is harder than in other markets; Conclusion; 2 Successful Negotiators and the Stages of Negotiation; Successful negotiators; The stages of negotiation; Conclusion; 3 The Preparation Stage; Preparing to negotiate in Asia; Preparing the people; Preparing the content; Preparing the process; Conclusion; 4 The Introduction Stage; Get off to a good start; Minimum requirements for the introduction stage</p> <p>Recommended agenda to start your negotiations Important considerations about introducing the people; Important considerations about introducing the process; Important considerations about introducing the content; Conclusion; 5 The Objection Stage; Conflict continuum: What to look for in Asia; Diagnosing the sources of objection and conflict; Impact of choice on the objection stage; Conflict may be expressed as discomfort; Positive aspects of the objection stage in Asia; Negative aspects of the objection stage in Asia; Managing and de-escalating conflict; Burning bridges; Conclusion</p> <p>6 The Creation Stage Optimizing the value and durability of your negotiations; Managing people in the creation stage; Managing the process in the creation stage; Creative thinking exercises for</p>

negotiation teams; Innovative negotiation rules for the creation stage; Managing content in the creation stage; Introducing new issues and exchanging concessions in the creation stage; Knowing when to conclude the creation stage; Conclusion; 7 The Contracting and Follow-up Stage; The beginning of the end; Managing process in the contracting and follow-up stage in Asia  
Managing content in the contracting and follow-up stage in Asia  
Managing people in the contracting and follow-up stage in Asia; 8 Communication; Introduction; Receiving information; Speaking effectively; Two-way communication; Conclusion; 9 Tactics; The Art of War; Understanding types of tactics; Categories of tactics; How to choose the right tactics; The most commonly used tactics; Five great tactics to use in Asia; Tactics our Asian clients wished they had used more often; Traditional tactic categories; Conclusion; 10 Information; Knowledge management; Knowing what you don't know  
Testing assumptions and agreeing what you know Learning from experience: Post-negotiation meeting audit; Maintaining team confidentiality; Sample term sheets; Conclusion; 11 People; Understanding oneself; Understanding other stakeholders; Understanding people's underlying motivations; Links between motivational orientations and negotiation; Orientation and needs; Maintaining self-control; Teams in negotiations; Conclusion; 12 Situation; Introduction; The view from on high: Process observer; The view from below: Telescopic analysis; Managing negotiation meetings  
Process options available to negotiators

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## Sommario/riassunto

The book consolidates the practical tips and concepts that shaped the authors work with organizations and individuals around the world. It is written to allow people to benefit from what hitherto was only available to some of the wealthiest organizations. The ideas presented in this book will help the reader better conduct dialogue with themselves and others leading to optimal outcomes for all. Written for the mass market, this book is a must-read for CEO's and senior staff. It reinvigorates the trainer's approach to interactions with people on all spectrums within the negotiation.

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