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Autore	Cicalese, Anna
Titolo	Da dove dgt? : chat line, testo e società / Anna Cicalese
Pubbl/distr/stampa	Milano : FrancoAngeli, ©2007
ISBN	978-88-464-8705-6
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Autore	Addimando Federico
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ISBN	3-031-69754-5
Edizione	[1st ed. 2024.]
Descrizione fisica	1 online resource (193 pages)
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Soggetti	Psychology, Industrial Strategic planning Leadership Psychobiology Human behavior Work and Organizational Psychology Industrial Psychology Business Strategy and Leadership Behavioral Neuroscience
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Chapter 1 Introduction to Negotiation Neuroscience -- Chapter 2 Fundamentals of Neuroscience -- Chapter 3 Emotional Intelligence in Negotiation -- Chapter 4 Cognitive Biases and Their Impact on Negotiation -- Chapter 5 The Neuroscience of Persuasion -- Chapter 6 Stress, Anxiety, and Performance in Negotiations -- Chapter 7 The Role of Memory in Negotiation -- Chapter 8 Decision-Making Processes in Negotiations -- Chapter 9 Influencing Group Dynamics in Negotiation -- Chapter 10 The Future of Negotiation Neuroscience.
Sommario/riassunto	The book delves into the fascinating intersection of neuroscience and negotiation, offering a groundbreaking exploration into how our brains influence and are influenced by the negotiation process. With an emphasis on practical application, this book is designed to equip readers with a deep understanding of the neurological mechanisms at play during negotiations, empowering them to optimize their approach

and achieve better outcomes in business deals. Structured for both accessibility and depth, the book begins with an exploration of the fundamental principles of negotiation neuroscience, providing readers with a solid foundation of knowledge. It then progresses to more advanced topics, such as the role of emotions, cognitive biases, and decision-making processes in negotiations. Each chapter is rich with real-world examples, case studies, and practical tips, ensuring that readers can immediately apply their newfound insights to their own negotiation scenarios. In today's rapidly evolving business landscape, where successful negotiation skills are essential for navigating complex deals and relationships, understanding the neuroscience behind negotiation is more crucial than ever. .
