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Nota di contenuto	TITLE -- COPYRIGHT -- ABOUT THE AUTHOR -- CONTENTS -- PREFACE -- TO THE READER -- WHAT IS NEGOTIATION? -- YOUR IDEAS -- NEGOTIATION-SOME PRACTICAL DEFINITIONS -- IDENTIFYING OPPORTUNITIES FOR NEGOTIATION -- MY REACTION TO DISAGREEMENT AND CONFLICT -- DEVELOP A WIN/WIN PHILOSOPHY OF NEGOTIATION -- THE GIVE/GET PRINCIPLE OF NEGOTIATING -- CHARACTERISTICS OF A SUCCESSFUL NEGOTIATOR -- THE SIX BASIC STEPS IN NEGOTIATING -- STEP1 -GETTING TO KNOW ONE ANOTHER -- STEP 2 -STATEMENT OF GOALS AND OBJECTIVES -- STEP 3 - STARTING THE PROCESS -- STEP 4 -EXPRESSIONS OF DISAGREEMENT AND CONFLICT -- STEP 5 -REASSESSMENT AND COMPROMISE -- STEP 6 -AGREEMENT IN PRINCIPLE OR SETTLEMENT -- THE SIX BASIC STEPS IN NEGOTIATING-A REVIEW -- READING REVIEW -- PLANNING AND PREPARING FOR NEGOTIATION -- 1. WHERE TO START PLANNING -- 2. WHERE TO GET INFORMATION -- 3. DEVELOP A TIME PERSPECTIVE -- 4. IDENTIFY SOURCES OF POWER -- BUYING AND SELLING -- HIGH EXPECTATIONS ARE HEALTHY -- WHY IS TONY EARNING MORE THAN JOE? -- NEGOTIATING STRATEGIES AND TACTICS -- JANE AND BILL BUY A HOUSE -- EIGHT CRITICAL MISTAKES -- ACCEPTANCE TIME AND POST NEGOTIATION REVIEW -- ACCEPTANCE TIME -- POST NEGOTIATION REVIEW -- NEGOTIATOR'S GUIDE TO PREPARATION -- READING REVIEW -- ANSWERS TO EXERCISE ON PAGE 59: -- MY PERSONAL ACTION PLAN -- VOLUNTARY CONTRACT* -- AUTHOR'S

ANSWERS TO THE CASE STUDIES -- CASE 1 BUYING AND SELLING --  
CASE 2 WHY IS TONY EARNING MORE THAN JOE? -- APPENDIX A  
MANAGING CONFLICT DURING NEGOTIATION -- CONFLICT  
RESOLUTION STYLES -- APPENDIX B NEGOTIATING A STARTING  
SALARY-AN EXAMPLE OF THE PRACTICAL APPLICATION OF  
NEGOTIATING PRINCIPLES -- POSSIBLE PERKS -- ISSUES FROM THE  
COMPANY'S PERSPECTIVE -- IDENTIFY SOURCES OF POWER.

Sommario/riassunto

Strive to approach every negotiation with both parties' interests in mind.