Effective Negotiation Second Edition
FROM RESEARCH TO RESULTS

*Effective Negotiation* is a task-oriented and practical resource that provides the skills needed to reach a good agreement. It examines how negotiations work and covers key issues such as trust, power and information exchange, and how to manage the mix of competitiveness and cooperation that is found in all negotiations.

Ray Fells draws on his extensive teaching and research experience to present useful, applicable strategies and advice on managing workplace and business negotiations, being involved in a mediation and negotiating across cultures. In stressing the need for pragmatism, *Effective Negotiation* helps readers become better negotiators, not only in business contexts but also in interpersonal and sales-based situations.

Fully revised and updated, this comprehensive second edition boasts new features including chapter summaries, fundamental skills tips and a complete Negotiator Tool Kit. It incorporates up-to-date case studies, new material on mediation and on multi-party negotiations, and a new chapter on how to become an effective negotiator. The companion website, at www.cambridge.edu.au/academic/effective, includes a full set of lecturer resources, including Powerpoint summaries, negotiation role plays, and expanded case material with extensive teaching notes based on the text.

*Effective Negotiation* remains an essential resource for students and professionals in the fields of business and management, law, human resource management and employment relations.

Ray Fells is Professor in the Business School at the University of Western Australia.
Effective Negotiation

Second Edition

FROM RESEARCH TO RESULTS

Ray Fells
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Preface

I have written this book to help the reader understand the dynamics of the negotiation process and so be able to negotiate more effectively. This second edition is still grounded in negotiation research but I have endeavoured to make the practical implications for negotiators more explicit through actual examples and skills tips. I have also improved the negotiation tools, which I hope prove to be useful.

Several case studies of negotiation are referred to in the text. I greatly appreciate the willingness of the people I interviewed to share their experiences, which enabled me to write the cases. They provide rich insights into what happens in real negotiations.

The text, updated throughout, now includes a new section on mediation that explores how a negotiator can learn from the mediation process. A new final chapter integrates the earlier chapters and presents the characteristics of good negotiation and of a good negotiator.

For those teaching negotiation new teaching materials based on the text have been prepared. In addition to discussion topics, case studies, role play exercises and other learning tasks, I've written lecturer's notes to provide a research-based analysis for each of the cases. The cases can be used as discussion or assignment tasks or as examples to demonstrate aspects of negotiation that are described in the text. The motivation for using case studies is to promote a strategic, yet still pragmatic, approach to negotiation. The role play exercises come with notes on how to maximise their learning value. Using both case studies and role play exercises will provide a challenging and instructive learning environment for students.

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Acknowledgements

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