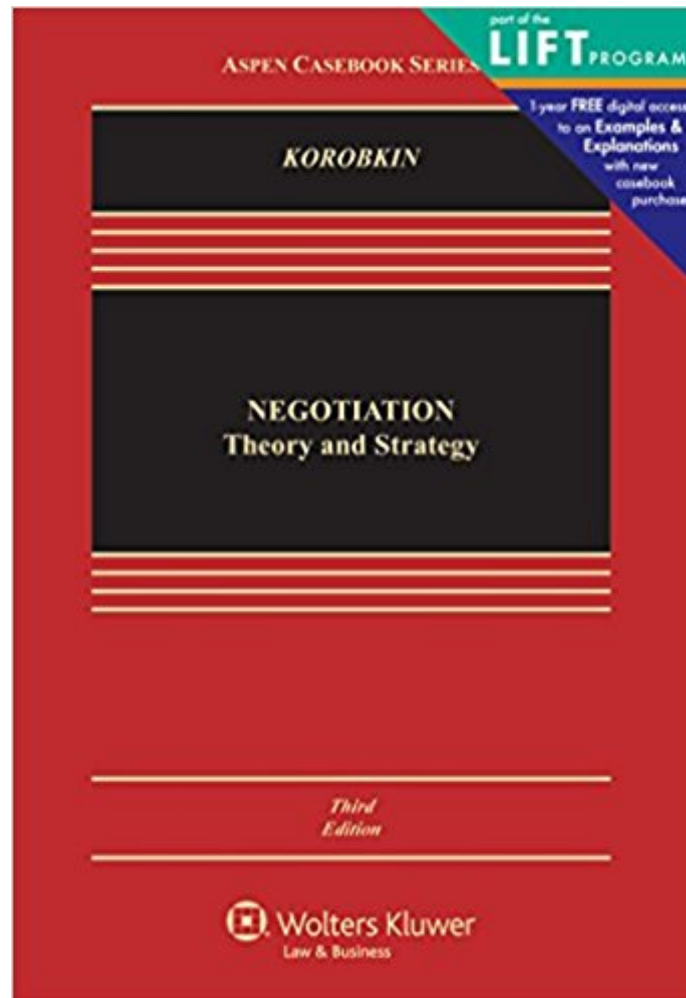




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Negotiation: Theory And Strategy (Aspen Casebook)



Synopsis

When you purchase a new version of this casebook from the LIFT Program, you receive 1-year FREE digital access to the corresponding Examples & Explanations in your course area. Now available in an interactive study center, Examples & Explanations offer hypothetical questions complemented by detailed explanations that allow you to test your knowledge of the topics covered in class. Starting July 1, 2017, if your new casebook purchase does not come with an access code on the inside cover of the book, please contact Wolters Kluwer customer service. The email address and phone number for customer service are on the copyright page, found within the first few pages, of your casebook. Unlike other books that focus on the nuts-and-bolts of the negotiation process, this text's conceptual approach draws on psychology, cutting-edge scholarship, and law to create an analytical framework with which students can learn to think about negotiation strategy before applying the framework to specific negotiation problems and contexts. Features:

- Restructured treatment of the psychology of persuasion Part III framed to emphasize the critical importance of the relationship between negotiators
- Treatment of trust • expanded with more discussion of extensive experimental data
- New treatment of the how to deal with the negative emotions that result from conflict
- Completely new simulations added to reinforce bargaining zone analysis, persuasion techniques, coping with emotions, and principal-agent relationships in negotiation

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