



Essentials of Negotiation

Roy J. Lewicki , Bruce Barry , David M. Saunders

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Essentials of Negotiation, 5e is a condensed version of the main text, Negotiation, Sixth Edition. It explores the major concepts and theories of the psychology of bargaining and negotiation, and the dynamics of interpersonal and inter-group conflict and its resolution. Twelve of the 20 chapters from the main text have been included in this edition, several chapters having been condensed for this volume. Those condensed chapters have shifted from a more research-oriented focus to a more fundamental focus on issues such as critical negotiation subprocesses, multiparty negotiations, and the influence of international and cross-cultural differences on the negotiation process.

Essentials of Negotiation Details

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From Reader Review Essentials of Negotiation for online ebook

Don says

This book reads like a college textbook, but it really has great information. Go slow and absorb the knowledge.

Negotiation techniques are very useful in every aspect of life. Different situations require different techniques. I look forward to negotiating my next salary and home purchase now after reading this.

Brian Keller says

The book is entitled "Essentials of Negotiation". What were you expecting? Well, there you go.

Amy Petrie says

I think this is a great beginners guide to negotiation within the US. I would recommend it to business students and sales people. If you want to learn more about negotiation outside the US I would suggest a different book.

Joseph says

I read this book as part of my negotiation class in undergrad. The book contains very useful information. The book is best used in combination with Sun Tzu's Art of War.

Rob says

We read this book out of order for a negotiation class. I found it fascinating how the authors could weave so many themes through the book while encouraging the reader to consider the possibilities of negotiating with the other party in mind. If one is trying to better understand the art and practice of negotiation within a business environment this is well worth reading.

George says

part of negotiations class

Jenn "JR" says

Essentially - this is a communications book, which I would have surmised had the authors not explicitly and repeatedly described negotiation as a form of communication. Much of the ground covered in the book is similar to the business communications course that I took earlier this year -- it covers perception, cognition, emotion, relationships and communication generally. Similarly, it covers cross-cultural communication or negotiations and includes information about high/low context and individualistic/collectivistic cultures and how those characteristics may impact negotiations (similar to all communications).

The new territory for me in this book is definition and discussion of distributive vs integrative negotiations. BATNA (best alternative to a negotiated agreement) was a new concept for me -- and so clear and simple that it seems like common sense. Of course, many people go into negotiations without a sense of what their options might be and end up agreeing to something that they later regret. And - of course - planning and preparing for any negotiation as a way to avoid accepting a crappy outcome (if not a way to ensure a good one).

In the end - the best practices include:

1. Be prepared BEFORE the negotiation
2. Diagnose the structure of the negotiation - distributive or integrative?
3. Identify your BATNA(s)
4. Be willing to walk away!
5. Identify and master the paradoxes of negotiation: value claiming vs creating; principles vs concessions; sticking with your strategy vs being baffled by bullshit; over vs undersharing; over vs under trusting.
6. Don't forget the intangibles and try to understand what those might be for the other party.
7. Actively manage coalitions/support
8. Savor and protect your reputation
9. Remember that rationality and fairness are relative - be open to understanding the other party's perspective on those items!
10. Continue to learn from your experience - reflect, record, and continue to pursue training.

The book was pretty dense for 281 pages -- and tons of footnotes. I ended up with 33 pages of notes (!) for my own use.

Jack Nasher says

Good overview of academic work on the topic.

Jade says

Essentials of Negotiation (5th edition) is a shorter version of the bigger text *Negotiation (6th edition)*, and is meant to give the reader the general core concepts of negotiation. It's a textbook mainly used for shorter academic courses, or as support for a longer course alongside other books on the subject. It's suited for practitioners in business management (including conflict and human resources), but of course also for psychology/sociology courses, and anything more general on negotiations.

It covers twelve chapters total (the longer version twenty), including: the nature of negotiation, strategy and tactics of distributive bargaining, strategy and tactics of integrative negotiation, strategy and planning, perception plus cognition and emotion, communication, finding and using negotiation power, ethics, relationships, multiple parties and teams, international and cross-cultural negotiation, and best practices in negotiations.

As a shorter essentials book, *Essentials of Negotiation* (5th edition) is pretty much complete. It covers what it needs to, and seems to be a genuinely cut version of the complete and larger 6th edition text. It provides the reader with many real life, relevant examples and situations of negotiations alongside the theories/key terms it wishes to explain, making it a comprehensive book that's quite readable. Its index is neat and clear, making for a good reference book.

Though intended for a short, general overview, this book still goes beyond most 'negotiation tactics' books out there on the market. It shows how to strategize one's negotiations, and provides explanations as to why some tactics will or won't work in certain situations and/or on certain people. In short, it manages to provide a complete framework in very few pages.

There are some downsides, however, the first being that the authors aren't afraid of using terminology fit to their field, which might scare off those who go into this book without being used to any technical terms (however, I was personally quite pleased with the fact that the authors didn't try to talk down to their audience). Secondly, it's slightly repetitive. That is, of course, useful in fully consolidating the new information/knowledge, but it can get annoying or tedious. And thirdly, as with so many books that fall in the category of social and/or organizational psychology, it sometimes very much states the obvious.

All that said, this is a great book to start off with. It tells its reader everything they need to know on negotiations, and actually goes into strategizing detail, which means that it provides its reader with the ability to fully utilize their newfound knowledge in their daily lives. Useful book of reference, and definitely recommendable to all its target audiences (practitioners and students in/of business management, and psychology/sociology students, for example).

Mai says

book is very good
Essentials of Negotiation

Rosie says

The book brings up good tactics to use and strategies and also does a good job of breaking down the negotiation process. However, after a few pages in a chapter it begins to repeat itself and become redundant.

Mohamed Yehia says

Not more than two stars rating, because there are only little knowledge in the book & is not comprehensive by any mean. Even the examples are weak and not as many as it should be.

Mike says

Used as a textbook in my Negotiation class. There is a lot of good material and suggestions in it. I think it hits the main points and has decent discussion of each one. The material is also researched and cited. However, a lot of what they present is just common sense.

I would definitely recommend the 'essentials' over the full 'Negotiation' book for it's conciseness.
