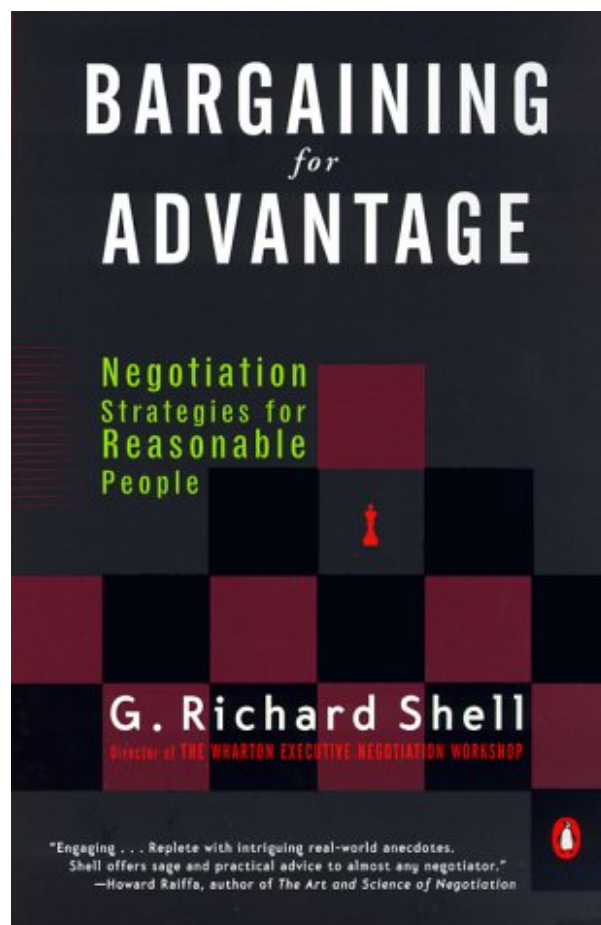


**BARGAINING FOR ADVANTAGE :
NEGOTIATION STRATEGIES FOR
REASONABLE PEOPLE BY G. RICHARD
SHELL**



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BARGAINING *for* ADVANTAGE

Negotiation
Strategies for
Reasonable
People



G. Richard Shell

Director of THE WHARTON EXECUTIVE NEGOTIATION WORKSHOP

"Engaging . . . Replete with intriguing real-world anecdotes,
Shell offers sage and practical advice to almost any negotiator."
—Howard Raiffa, author of *The Art and Science of Negotiation*



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Review

"Engaging . . . Replete with intriguing real world anecdotes. Shell offers sage and practice advice to almost any negotiator." -Howard Raiffe, author of The Art and Science of Negotiation

From the Back Cover

Getting a little better at negotiation can make a big difference in your life. Let a leading teacher at the world-renowned Wharton School of Business make you a lot better.

As director of the Wharton Executive Negotiation Workshop, Professor G. Richard Shell has taught thousands of business leaders, administrators, and other professionals how to survive and thrive in the sometimes rough-and-tumble world of negotiation. His systematic, step-by-step approach comes to life in this book, which combines lively storytelling, proven tactics, and reliable insights gleaned from the latest negotiation research. Shell's unique approach, which starts with a candid self-assessment of your personal strengths and weaknesses, helps everyone from the inexperienced, anxious negotiator to the seasoned veteran. You will learn to:

- Succeed even when you think you are short on bargaining power
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About the Author

G. Richard Shell is an award-winning teacher and scholar at the Wharton School of the University of

Pennsylvania. He was named one of the country's top business school professors in *Business Week's Guide to the Best Business Schools* in 1993 and 1999. His articles on negotiation and dispute resolution have appeared in such publications as the *Wall Street Journal* and the *New York Times*.

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As Director of the Wharton Executive Negotiation Workshop and professor at one of the world's most renowned business schools, G. Richard Shell knows what it takes to survive and thrive in the rough-and-tumble world of high-stakes negotiations. Now he brings his dynamic, step-by-step program for bargaining success to the general reader. Focusing on six key psychological leverage points, Shell shows everyone how they can get more of what they want, gain the confidence they need, counter hardball tactics, and dodge the tricks that others try to play.

Based on the latest research and laced with vivid stories about world-class hagglers such as Benjamin Franklin, J. P. Morgan, Sony's Akio Morita, and Donald Trump, this book provides a realistic, powerful framework for business and consumer negotiations that will help everyone from the inexperienced, anxious negotiator to the seasoned veteran.

"Whether you're buying a car, trying to get the kids into bed, or brokering a major business deal, Bargaining for Advantage teaches you to think on your feet and discover imaginative ways to come to terms with anyone."--Laurie Calkhoven, Editorial Director, The Money Book Club

"A wonderful integration of practical advice that will be useful to all readers."--Max H. Bazerman, Gerber Professor of Dispute Resolution and Organization, Kellogg School of Management at Northwestern University

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Most helpful customer reviews

4 of 4 people found the following review helpful.

Straight-forward and memorable advice

By Leanna

I actually found this to be a pretty interesting read, which I think is saying something about a negotiation book.

I picked this up to help with my career in general - I didn't have any upcoming negotiations I was worried about, but I do have to negotiate on behalf of myself and my employer fairly frequently, and it's an area I've looked to improve at. I wasn't expecting to really learn that much about it from a book, but Shell lays things out in a simple and easy-to-follow way that makes sense and is easy to remember. There are plenty of tips, not just about how to negotiate but how to develop your own negotiation style. And while he clearly favors some styles over others, he's upfront about this and still manages to give advice for those who choose to go a different route.

I haven't had a chance to put my new knowledge to the test yet, but at the very least I feel confident that the next negotiation I step into, I'll know how to prepare and what to look for. And if I don't feel confident at the time, this book includes an appendix to help you organize negotiation prep ahead of time as well.

3 of 3 people found the following review helpful.

Relevant but painful to read

By Jaroslav Tu?ek

Good advice, relevant case-stories ... however, the book gets painfully boring at times and elaborates absolutely obvious points. Do read a sample before you buy. If you find the style engaging, then you can safely add a star or two to the rating.

12 of 12 people found the following review helpful.

Should be required reading

By Brass in her Pocket

As a small business owner I often find myself in the previously uncomfortable position of having to negotiate for my business advantage. Before reading this book, my own negotiation "rules" could be summed up with the following beliefs: "If I am reasonable in my requests, I should not have to negotiate, only approve or disapprove deals" and "I will ask for what I want and need, and they can take it or leave it" and the typical belief "everyone is out to screw you over, be careful". This book took the mystery and bravado out of the negotiation process, arming me with "rules" that actually civilized the process for me, I feel confident that can handle typical negotiation situations in the future with a level of success that I have never achieved in the past. I cringe at the lost opportunities, missed because of my own missteps from the very beginning of the process using my old negotiation belief system. This book is not simply common sense, it is a door opener.

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