



Negotiation Basics: Concepts, Skills, and Exercises

By Ralph A. Johnson

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Presenting principles of negotiation from theoretical and practical perspectives, this book helps readers develop negotiating skills in both individual and collective situations. Each chapter introduces and discusses an essential negotiating concept and then connects that concept to a related skill. Exercises are integrated throughout each chapter to provide readers with the opportunity to practice these skills. Using this unique theory-into-practice organization principle, the book demonstrates how negotiation works, outlines options and procedures for negotiation preparation, and identifies common negotiating problems.

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