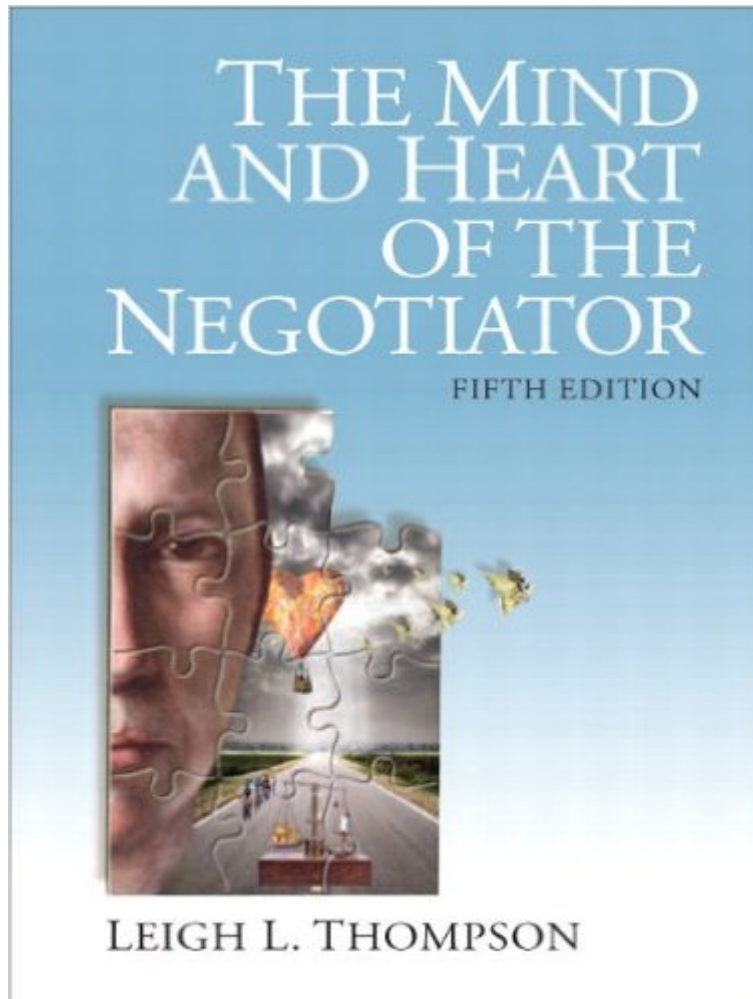


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# The Mind And Heart Of The Negotiator (5th Edition)



## Synopsis

Delve into the mind and heart of the negotiator in order to enhance negotiation skills. The Mind and Heart of the Negotiator is dedicated to negotiators who want to improve their ability to negotiate—whether in multimillion-dollar business deals or personal interactions. This text provides an integrated view of what to do and what to avoid at the bargaining table, facilitated by an integration of theory, scientific research, and practical examples. This edition contains new examples and chapter-opening sections, as well as more than a hundred new scientific articles on negotiations.

## Book Information

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Average Customer Review: 4.3 out of 5 stars [See all reviews](#) (27 customer reviews)

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## Customer Reviews

This textbook is really well written and actually holds valuable information for your future career and just life in general. I had to have it for a class, but I ended up finding it really interesting. Easy to read, short chapters.

Used for a Project Management course. I enjoyed this book and it covered a lot of interesting topics. However, it was a bit dry and I felt like some parts could have been condensed into about half their length as it began repeating itself.

This book is a easy read and steps you through the negotiation processes in a business environment. But it also goes touches on negotiating in relationships and everyday activities. I highly recommend this book.

Got this textbook for Negotiations class in grad school. The textbook could be better because the concepts are poorly explained or are "duh" concepts. If you are looking for negotiation books in the cross cultural sense, definitely DO NOT get this book because there are better books out there that explains how to identify characteristics of a culture and how to handle them in communications. For negotiations in the American scene it's ok.

I purchased this as a text book and paid a text book price. The author is thorough in her presentation of negotiation, however her examples are bias, incomplete in their explanation, and in some cases do not match what the author is trying to convey. I think the editors failed her.

Too many assumptions. For example, on page 20, the answer chosen by "most people" would depend on whether she is polling middle class people versus people of means. For people of means, risking \$5,000 is a no-brainer, so I suspect that most would choose "B" option. I also found that the author's attempt to create a new language of multiple terms (BATNA, PIE-SLICING, EQUITY PRINCIPLE, INTEGRATIVE AGREEMENTS, etc.), as well as her explanatory tables, give a cook-book approach that does not sound real; makes the book cumbersome.

This book lays everything out in a methodical and clear and concise manner so that students can understand the mechanics of negotiation. I would highly recommend this book to students and professionals alike.

It is a little bit clean

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