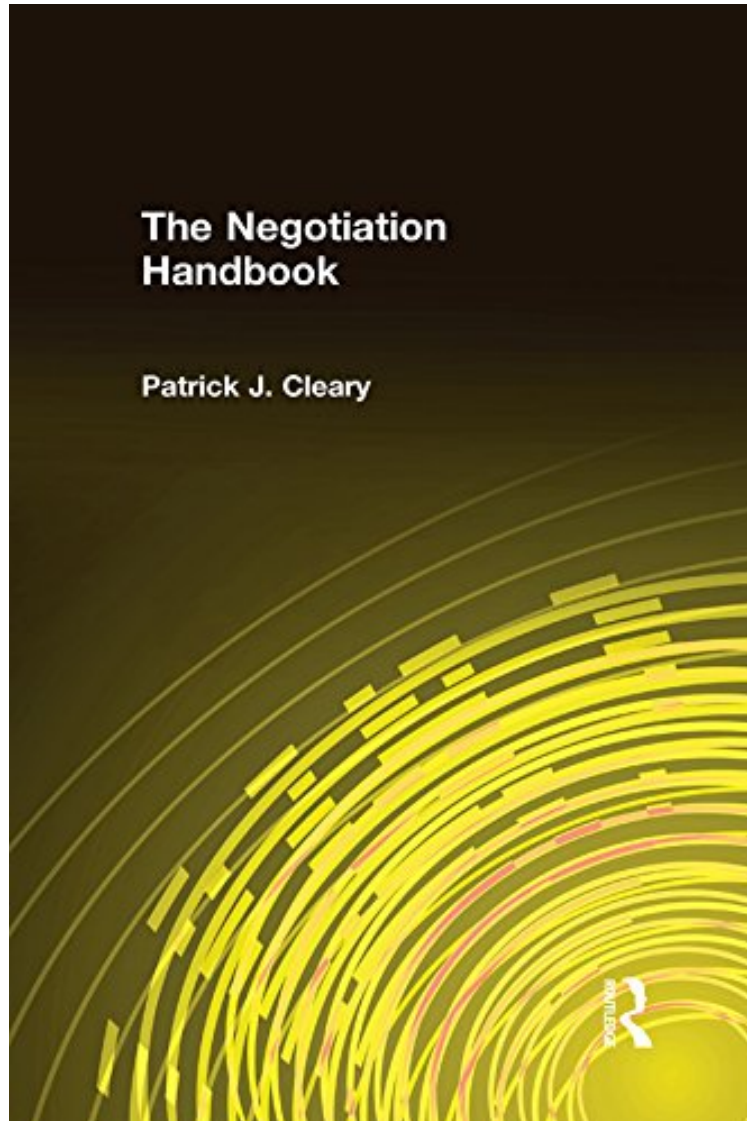


The Negotiation Handbook

Patrick J. Cleary

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Patrick J. Cleary : The Negotiation Handbook before purchasing it in order to gage whether or not it would be worth my time, and all praised The Negotiation Handbook:

0 of 0 people found the following review helpful. Great AdviceBy Beatrice PhillipsThis book is primarily written for negotiators/mediators but has excellent advice that can be used in day to day negotiations in ones personal life.The author did a great job accompanying each lesson with a story to illustrate the point.At one point the author gives a sentence where he states that if this sentence is used in negotiation (like sales), it will pay back the price of the book. First time I used the sentence it saved me \$250.The book is well written, entertaining and provides information on how to handle disputes and leaving the ego out of the picture amongst other useful information.Well done!0 of 0 people

found the following review helpful. Five StarsBy nate pairOne of my favorite books. New and old concepts, but good for any negotiator5 of 5 people found the following review helpful. "The Prize": Achieving Mutually Beneficial ObjectivesBy Robert MorrisCleary explains: "This book was written for negotiators, but the observations come from the mediator's standpoint." In his Introduction, he goes on to suggest that "As a mediator, one has the ability to peek at both sides' cards, as it were. As a result, it is easier to see from the end result whether each side maximized (or minimized) its gain in the negotiation. In almost every case, one party -- or both parties -- failed to gain everything they could have gained from negotiation because they lost sight of the prize somewhere along the way." The basic assumption of this book is that the terms and conditions of almost any transaction are negotiable. For example, obtaining a lower or higher purchase price of an item (e.g. consumer electronics, clothing, and real estate) or a service (e.g. a fee charged by an attorney, accountant, or -- yes -- management consultant). The same is true of negotiations involving a promotion, salary increase, labor contract, or a proposed budget. Also, renting a car or obtaining a hotel room.Cleary's objective is to prepare his reader to gain everything possible from each and every negotiation through the effective use of one or more strategies, each of which Cleary explains. He reminds his reader that the parties involved in any negotiation are in it together. "They are your adversary only to the extent that they disagree with you on some details, on the shape of the deal. In the larger sense, the bigger picture, they're your counterpart, your partner. It will take both sides to get the deal. Don't lose sight of that along the way." Nor of the aforementioned "prize": your ultimate objective(s).Cleary organizes his material within six chapters: "The Dynamics of Negotiation" (i.e. power, leverage, ego, saving face, being right, and "drain the swamp"); "Preparing for the Negotiation" (i.e. facts, principles, and priorities); [NOTE: In The Art of War, Sun Tzu asserts that every battle is won or lost before it is fought.] "The Basics of Conflict Resolution" (i.e. set the tone, find the common ground, repeat back/empathize, and "Don't let your counterpart monopolize the spotlight or the microphone"); "The Negotiation" (Cleary stresses sixteen points such as "Be aware of the signals you project" with body language and tone of voice but also "Be aware of what's going on away from the table"); "Rules" (Cleary suggests 12 such as "Negotiations are 50% psychology and 50% sales"); and "Mediators: Lessons and Observations" (Cleary provides eight guidelines for mediators such as "Project neutrality in all you [say and] do" and "Create the atmosphere for an agreement"). Among all the excellent books on negotiation now available, this is one of the best. I highly recommend it to anyone in need of skills to maximize whatever can be gained from a negotiation (whatever its nature and circumstance may be) without losing sight of the "prize" somewhere along the way.

Whether you're involved in a labor-management dispute or a landlord-tenant disagreement, considering a major purchase or overseeing a large commercial transaction, there are elements that are common to all negotiations. This book walks the reader through the world of negotiating in an easy-to-follow, step-by-step fashion, covering the macro and micro-process of negotiations, the importance of adequate preparation, knowledge of the rules, and the role and usefulness of a mediator.Written by a senior business policy analyst and former labor mediator for the U.S. government, the book focuses on labor-management negotiations; however, the concepts, skills, and insight it offers go well beyond labor-management disputes. The book is as useful for a first-time homebuyer or a business student as it is for a veteran union arbitrator or a busy executive.

From Library Journal"The negotiation process is about power, ego, leverage, saving face and being right," says former U.S. government labor mediator Cleary, and throughout, gifted negotiators keep their eyes on the prize: a deal. Cleary admonishes negotiators to prepare by learning the facts, sticking to principles, and setting priorities. The author illustrates his points with personal examples, and his anecdotes make the book an easy read. Filled with useful, commonsense tips, this well-organized book includes chapters on dynamics, preparation, and general rules as well as the basics of conflict resolution. Finally, while the book is written for negotiators, one chapter specifically addresses mediators. Reminding readers that negotiation is about process, he explains that "the best negotiators have the patience of Job," and while his experience clearly lies in the labor/management sector, he offers one tip for anyone negotiating airfare, a night in a hotel, or the price of inline skates: always ask the question, "Can you do any better?" Recommended for public and business libraries. Julie Denny, Resolutions, New York Copyright 2001 Reed Business Information, Inc.