



Effective Negotiation: From Research to Results

By Ray Fells

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Essential reading for students and professionals in the fields of business, law and management, Effective Negotiation offers a realistic and practical understanding of negotiation and the skills required in order to reach an agreement. In this book Ray Fells draws on his extensive experience as a teacher and researcher to examine key issues such as trust, power and information exchange, ethics and strategy. Recognising the complexity of the negotiation process, he gives advice on how to improve as a negotiator by turning the research on negotiation into practical recommendations. It covers:

- How to negotiate strategically
- Negotiating on behalf of others
- Cultural differences in negotiation

The principles and skills outlined here focus on the business context but also apply to interpersonal and sales-based negotiations, and when resolving legal, environmental and social issues. Effective Negotiation also features a companion website with lecturer resources.

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Review

'The author is a recognised expert and demonstrates this with an ease and smoothness of style, covering all the most essential aspects of the subject matter with great skill and clarity. Readers will not only benefit from the companion website but from an extensive and detailed set of appendices which go into a greater technical detail with the subject matter of each chapter. Effective Negotiation is a concise model of what publications in this field should aspire to.' Journal of General Management

'Without being over-long, verbose or stylized, Fells brings his subject to light in a way which will be helpful for complete beginners in the area as well as more experienced members of the field. What is offered is a good balance of detail, overview, and summary, with abundant visual representation and exposition. The author is a recognised expert and demonstrates this with an ease and smoothness of style, covering all the most essential aspects of the subject matter with great skill and clarity. Readers will not only benefit from the companion website but from an extensive and detailed set of appendices which go into a greater technical detail with the subject matter of each chapter. Effective Negotiation is a concise model of what publications in this field should aspire to.' Journal of General Management

About the Author

Ray Fells is Associate Dean in the Faculty of Business, University of Western Australia.

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