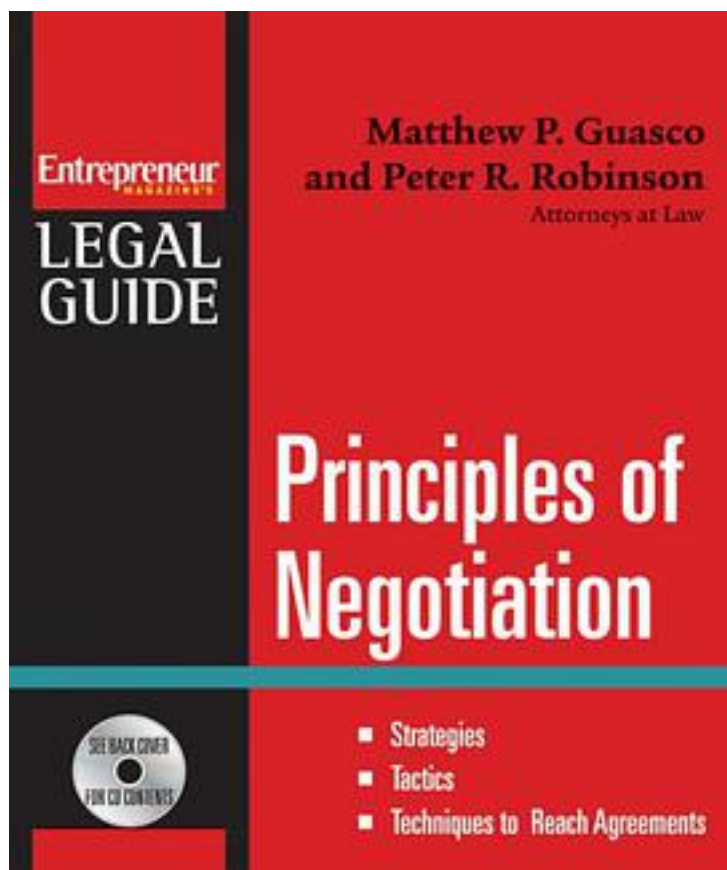


# Principles of Negotiation



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Settle Disputes and Negotiate Better Deals Experienced mediators and educators present a simple, practical guide to negotiating better deals. Strategies and tactics developed through research in communication theory, game theory and psychology help you negotiate better business deals and improve communication with customers, suppliers and competitors. Concrete guidance on conflict resolution allows you to

settle disputes before they escalate into costly lawsuits. Stories and examples pulled from situations you may face on a daily basis illustrate key points and demonstrate good and bad negotiation techniques. Guasco and Robinson cover: The essential steps in negotiation preparation Diagnosing your strengths and weaknesses and developing a negotiation plan A thorough analysis of competitive and cooperative negotiation, and tips on choosing the best course for a particular situation Strategically managing behavior at the negotiation table to shift the outcome in your favor These effective negotiation strategies ensure that you come out on top of any negotiation. Sample Documents on CD-ROM Negative Behaviors and Tactics Problem-Solving Tool Closing Checklist Negotiation Preparation Checklist Negotiation Strategy Assessment Tool For 30 years, Entrepreneur has provided the most trusted business advice available to business owners. Our legal guides continue that tradition by offering current and cost-effective legal advice so you can resolve the business and legal issues you face on a daily basis. We also help you identify when it's in your best interest to seek the personalized advice and services of a practicing lawyer.

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