



# Bargaining for Advantage: Negotiation Strategies for Reasonable People 2nd Edition

By G. Richard Shell

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## Bargaining for Advantage: Negotiation Strategies for Reasonable People 2nd Edition By G. Richard Shell

### The tools you need to negotiate effectively in every part of your life

As director of the renowned Wharton Executive Negotiation Workshop, Professor G. Richard Shell has taught thousands of business leaders, administrators, and other professionals how to survive and thrive in the sometimes rough-and-tumble world of negotiation. His systematic, step-by-step approach comes to life in this book, which is available in over ten foreign editions and combines lively storytelling, proven tactics, and reliable insights gleaned from the latest negotiation research.

This updated edition includes:

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A brand-new "Negotiation I.Q." test designed by Shell and used by executives at the Wharton workshop that reveals each reader's unique strengths and weaknesses as a negotiator

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A concise manual on how to avoid the perils and pitfalls of online negotiations involving e-mail and instant messaging

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A detailed look at how gender and cultural differences can derail negotiations, and advice for putting talks back on track

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### **Editorial Review**

#### **Review**

"Engaging . . . Replete with intriguing real world anecdotes. Shell offers sage and practice advice to almost any negotiator." -Howard Raiffe, author of *The Art and Science of Negotiation*

#### **From the Back Cover**

Getting a little better at negotiation can make a big difference in your life. Let a leading teacher at the world-renowned Wharton School of Business make you a lot better.

As director of the Wharton Executive Negotiation Workshop, Professor G. Richard Shell has taught thousands of business leaders, administrators, and other professionals how to survive and thrive in the sometimes rough-and-tumble world of negotiation. His systematic, step-by-step approach comes to life in this book, which combines lively storytelling, proven tactics, and reliable insights gleaned from the latest negotiation research. Shell's unique approach, which starts with a candid self-assessment of your personal strengths and weaknesses, helps everyone from the inexperienced, anxious negotiator to the seasoned veteran. You will learn to:

- Succeed even when you think you are short on bargaining power
- Counter hardball tactics and tricks without compromising your ethics
- Build trust in working relationships
- Improve your leverage at each stage of the process
- Decide when to compromise

Laced with entertaining stories about some of the best negotiators of all time -- including Benjamin Franklin, J. P. Morgan, Sony's Akio Morita, and Donald Trump -- this remarkable how-to guide gives you the tools you need to become a skillful negotiator in every aspect of your life.

#### **About the Author**

G. Richard Shell teaches negotiation at the Wharton School of Business at the University of Pennsylvania, where he is professor of legal studies, business ethics, and management and academic director of the Wharton Executive Negotiation Workshop.

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#### **David Hedges:**

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