



# Effective Negotiation: From Research to Results

*Ray Fells*

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## **Effective Negotiation: From Research to Results** Ray Fells

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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