



Practical Business Negotiation

By William W. Baber, Chavi C-Y Fletcher-Chen

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Practical Business Negotiation introduces university students to business negotiation as practiced in the globalized business world. There are no other textbooks that take on this topic in depth with non-native English speakers in mind. Current textbooks about negotiation tend to be dense, academic and less than practical in content. Many are demotivating to students who are not easily able to consume a few hundred pages of academic writing.

This textbook takes a step by step approach, providing bite-sized presentations of negotiation concepts with practical exercises that include linguistic as well as negotiation content. Explanations are reinforced with practical questions and problem solving and recent examples drawn from a business world that includes much more than North America and Europe.

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Editorial Review

Review

"There are numerous books that claim to improve your negotiating performance, especially in business. "Practical Business Negotiation" is the most comprehensive and authoritative I have seen for a long time. No gimmicks, no 'smart-ass' assertions, no bluffing, no tricks - only systematic and practical advice summarising the appropriate skills of preparation for practical negotiations in realistic business situations. Readers who first read it through and then think about and practise its detailed advice in their business negotiations, will soon become aware of what works for them and what does not. Negotiation is a very personal set of skill behaviours - and not a one-skill set that works for everybody, all of the time. "Practical Business Negotiation" has its feet on solid ground and not up in the clouds." ?Gavin Kennedy, Author of "Everything is Negotiable" and "Kennedy on Negotiation"

"This is a useful book, focusing on the essentials of practical negotiations. Readers do not have to master hundreds of pages to get to the key points. The book has a practical focus and does not burden the reader with scientific jargon, but it is grounded in newest research findings at the same time. I recommend the book particularly to all people that are not interested in studying, but in performing successful negotiations." ?Peter Kesting, Associate Professor, Department of Business Administration, Aarhus University

"Negotiation is more difficult to teach and to learn, than we usually think. The book Practical Business Negotiation offers a way in which students and negotiators will be able to learn about the topic without worries and making the experience fun. It brings a complete, practical and deep perspective of negotiating at a business level. The book develops the more relevant topics through a refreshing approach that takes into account the existent negotiation literature." ? Margarita Canal Acero, Assistant Professor, Management School at Universidad de Los Andes, Colombia

"William Baber's and Chavi Chen's book couldn't have come at a more appropriate time. Negotiation strategy is a must-have in today's globalized and highly competitive and integrated business environment. This book distils theoretical foundations of negotiation with a very hand's-on practical approach to negotiations with ample use of case studies, illustrations and quick-glance tables. Highly recommended to all negotiation practitioners and business students. Especially MBA students would do well to make this a part of their must-read if they are to negotiate their way around complex issues within global business." ?Rajiv Vaid Basaiawmoit, Head of Open Innovation, Aarhus University, Denmark

About the Author

William W. Baber is an Associate Professor at the Graduate School of Management, Kyoto University, Japan, where he teaches business negotiation, cross cultural management and communication. He was a marketing strategist and business attraction specialist for the Maryland State Department of Business and Economic Development, Baltimore, Maryland, USA from 1998–2005. He has worked frequently with business decision makers from Europe, Asia and around the USA, and has accumulated rich experience in practical business negotiation.

Chavi C-Y Fletcher-Chen is a Professor at IÉSEG School of Management, Université Catholique de Lille, France, teaching practical negotiation skills, interpersonal communication applied to negotiation and e-negotiation. She has published case studies in the area of negotiation. Coming from an international business background, she has extensive experience in international marketing and conflict management through working for years in international patent, trademark and commercial law firms in the Far East. In addition, she has experience in training commercial managers in cross-cultural communication. She specializes in information communication technologies (ICTs), and has consulted for global companies.

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