



Negotiating Rationally

By Max H. Bazerman

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Most managers tend to behave irrationally in negotiations, according to the authors of this book. For example, managers tend to be overconfident, to recklessly escalate previous commitments, and fail to consider the tactics of the other party. Drawing on their research, the authors show how we are prisoners of our own assumptions. They identify strategies to avoid these pitfalls in negotiating by concentrating on opponents' behaviour and developing the ability to recognize individual limitations and biases. They explain how to think rationally about the choice of reaching an agreement versus reaching an impasse.

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Editorial Review

Review

James Ramsey President, James Ramsey & Associates This book offers tremendous insight on the negotiation process. Bazerman and Neale have not only written about theory, but made it applicable in the real world.

From the Back Cover

'Based on gobs of evidence with real managers, the authors not only identify common errors that many negotiators make, but offer sage prescriptive advice on how you can avoid such errors yourself and perhaps exploit the errors of others.'

About the Author

Max H. Bazerman is the J. J. Gerber Distinguished Professor of Dispute Resolution and Organizations and **Margaret A. Neale** is the H. L. and Helen Kellogg Distinguished Professor of Dispute Resolution and Organizations at the J. L. Kellogg Graduate School of Management at Northwestern University. They are co-authors of *Cognition and Rationality in Negotiation* (Free Press, 1991).

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