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Beyond Winning Negotiating To Create

They explain that creating value is the key to successful negotiating. The goal should not be to win the biggest piece of the pie but to make the pie bigger!"—David Rouse, Booklist "[Beyond Winning] rallies all of the [Harvard Negotiation Research Project's] prior gems of wisdom on negotiation around the central theme of creating value. [The book] should be required reading for all lawyers and law students, for all mediators and judges.

Beyond Winning: Negotiating to Create Value in Deals and ...

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On the cutting edge of negotiation literature, Beyond Winning is a spectacular integration of our contemporary understanding of negotiation, modern social science, and the legal context. This is an excellent book and is sure to become a must-read for lawyers, law students, and executives who deal with the legal process on a regular basis.

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Beyond Winning, perhaps better than Getting to Yes, focuses on how to find a solution through negotiation. It focuses on both sides of the story in trying to find mutual gains and offers insightful frameworks for the tension between a lawyer and client or between being empathetic and assertive.

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Beyond Winning shows a way out of our current crisis of confidence in the legal system. In this step-by-step guide to conflict resolution, the authors describe the many obstacles that can derail a legal negotiation and offer clear, candid advice about ways lawyers can search for beneficial trades, enlarge the scope of interests, improve communication, minimize transaction costs and leave both sides better off than before.

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The authors of [Beyond Winning]... advocate that parties [instead] practice 'value creation' (i.e., the attempt to 'enlarge the pie') so that both parties to a negotiation receive bigger returns...

Beyond Winning: Negotiating to Create Value in Deals and ...

Beyond Winning is a great addition to the negotiation literature. This work helps understand the complexities of all negotiations, but is especially valuable for understand negotiations through intermediaries.

Beyond Winning: Negotiating to Create... book by Robert ...

Beyond Winning: Negotiating to Create Value in Deals and Disputes. Paperback – April 15 2004. by Robert H. Mnookin (Author), Scott R. Peppet (Author), Andrew S. Tulumello (Author) & 0 more. 4.5 out of 5 stars 30 ratings.

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