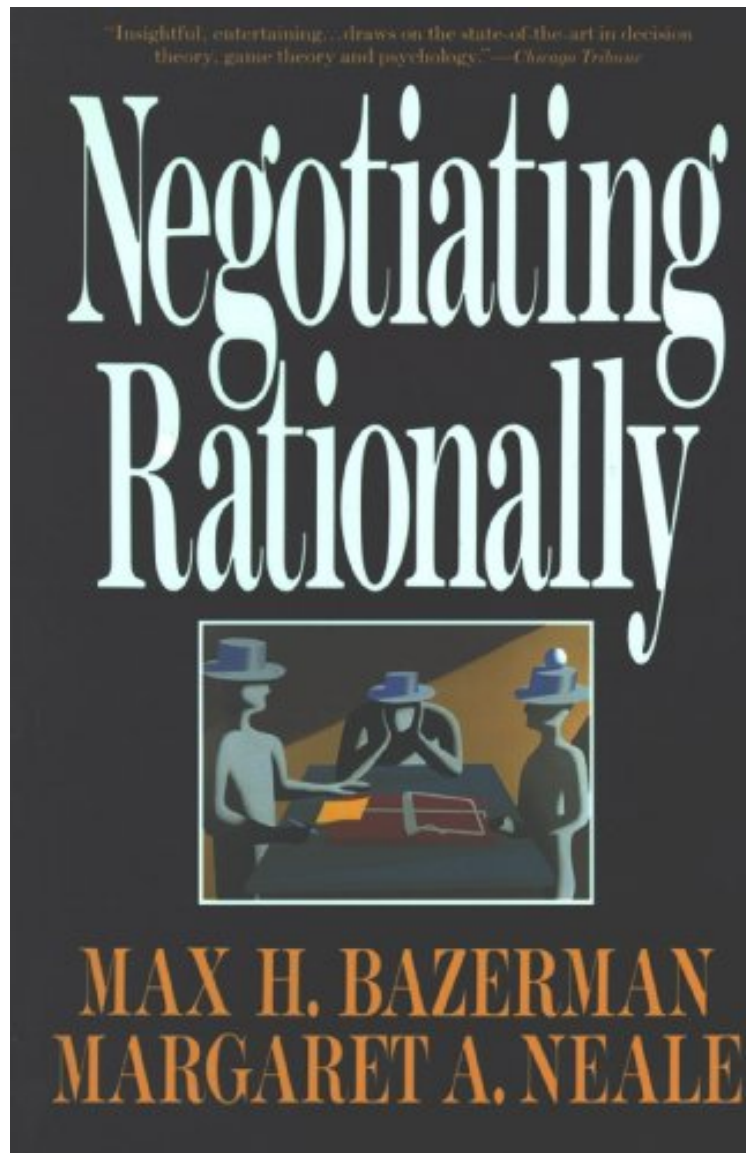


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## Negotiating Rationally

Max H. Bazerman

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**Max H. Bazerman : Negotiating Rationally** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Negotiating Rationally:

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on opponents' behavior 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. A must read for business professionals or students like me!!! The information in Bazerman and Neale's book has been central to developing the most popular course in the curriculum at the J. L. Kellogg Graduate School of Management at Northwestern. It has proved to be extraordinarily useful to managers and executives throughout our executive education programs. Their work brings together negotiation analysis and social and cognitive psychology to create unique insights for the practical manager. With the knowledge that I have acquired from the book, I am looking forward to negotiating with them on a more level playing field. Donald P. Jacobs, Dean, J. L. Kellogg Graduate School of Management

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In *Negotiating Rationally*, Max Bazerman and Margaret Neale explain how to avoid the pitfalls of irrationality and gain the upper hand in negotiations. 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' behavior 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. A must read for business professionals.

Donald P. Jacobs Dean, J. L. Kellogg Graduate School of Management The information in Bazerman and Neale's book has been central to developing the most popular course in the curriculum at the J. L. Kellogg Graduate School of Management at Northwestern. It has proved to be extraordinarily useful to managers and executives throughout our executive education programs. Their work brings together negotiation analysis and social and cognitive psychology to create unique insights for the practical manager. With the knowledge that I have acquired from the book, I am looking forward to negotiating with them on a more level playing field. 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 coauthors of *Cognition and Rationality in Negotiation*.