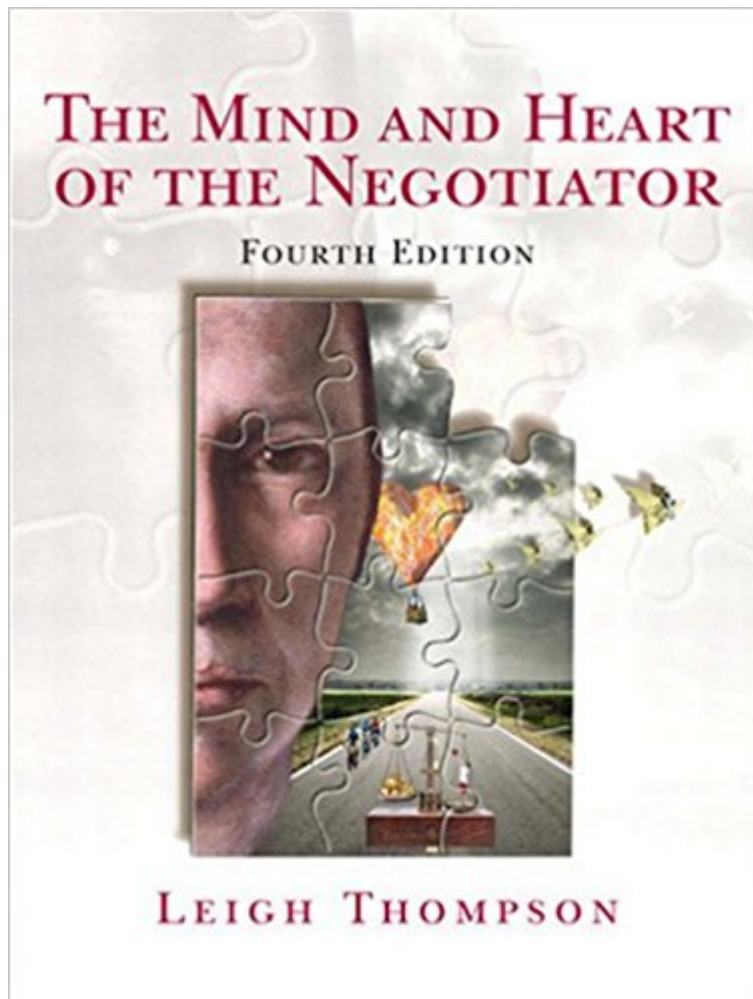


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# The Mind And Heart Of The Negotiator, 4th Edition



## Synopsis

**KEY BENEFIT:** This text provides an integrated view of what to do and what to avoid at the bargaining table, facilitated by an integration of theory, scientific research, and practical examples.  
**KEY TOPICS:** Over 100 case study examples of negotiations from the business world are used to analyze and demonstrate points. These cases offer readers current and realistic examples of negotiating in managerial and executive contexts, and a look at the real-world. The book shows complex, commonly-occurring negotiating situations such as negotiating with agents, mediation and arbitration, negotiating via e-mail and conference call, negotiating with competitor companies, and negotiating cross-culturally. For attorneys, arbitrators, and other negotiators, and many other professions with . It weaves together a wide range of disciplines in its study of negotiation, including economics, psychology, sociology, and organizational behavior.

## Book Information

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## Customer Reviews

As a professor of Organizational Leadership and Conflict Resolution...as well as a practicing mediator and negotiator, I found this book to be of great interest. There are many books on negotiation that either focus on the simplistic bargaining tactics or the theoretical implications of negotiation. This text skillfully integrates both of these elements providing the reader with a comprehensive viewpoint as it relates to negotiation. Of specific assistance were the many helpful examples and tips placed throughout the book. If I had to criticize the book, I would only say that it is not a simple read per se for the beginning negotiator. That is, there are elements of logic, weighted

analysis and such that the novice negotiator may get lost in. Looking past that, there are many helpful tips, tactics and theories that any negotiator could benefit from. Now if the price could just come down a bit (I'm negotiating), then this would be a perfect book for a course on negotiation!

The book is very well structured and extremely readable with real case problems. It starts off with the big picture of negotiation, leads to specific points, and includes toward the end a lot of "people skills" (likes social dilemmas or different cultures). The book is neatly structured with a great conclusion at every chapter. Quantitative support is used only where necessary and therefore kept to a minimum. I recommended as a supplementary book to *Getting to Yes* (still my all time favourite) or *The Art and Science of Negotiation* (for the very serious student).

Thompson's book provides an easy to read guide for both the novice and experienced negotiator. While providing clear strategic advice on what to do at and away from the table, this book goes one step further by providing insights into the mental models of negotiators and the biases that can seriously hinder one's negotiated outcome. I used this book for a negotiation course at Harvard, and continue to refer back to it in my work and personal interactions.

We used this book in our negotiations class and actually found *Getting to Yes* to be more useful. This is one of those textbooks that I have written about in other classes that has a lot of common sense in it but it actually makes thinking about negotiation harder than it really is. The book could easily have been shrunk from 430 pages to about 150 pages. The book actually presents too many things to think about in a negotiation that you end up becoming confused about which strategy to use or how to play defense. Of course, like any book some people might like it but I know myself and other classmates did not find it that helpful.

This was the text for my Graduate Negotiation class and it definitely covers in depth the subject. It was very interesting. Leigh Thompson is a great scholar as I have read many of her articles on this subject.

The book has many excellent points, but is written in a manner that will bore you. Several of us in class have three books to read, and this one is the least interesting. I still would recommend it as a good textbook, but only if used as an additional resource to *"Getting to Yes"* and *"You can negotiate anything"*. Between the three you'll stay interested and the overlap will reinforce.

Having read a lot of textbooks, this is one of the more enjoyable reads I have had. The format has chapter headings in a question and answer format. A few comments here and there show the age of the 1998 edition, but overall this book was a help not a hindrance in my Negotiation class at Georgia State.

Professor Thompson is an extremely talented scholar and excellent writer. She is based at Northwestern, which competes with Harvard to be the epicenter of the academic negotiation world. Her book is by far the best available negotiation textbook. Lewicki et al., *Negotiation*, is the other textbook that comes to mind. However, for people trying to develop competence in negotiation, books available in the popular press are far superior. Negotiation is not rocket science, so there isn't much need for a lengthy, expensive textbook. Try Shell's *Bargaining for Advantage*, Malhotra and Bazerman's *Negotiation Genius*, Lewicki's *Mastering Business Negotiations*, and, for a non-academic and unconventional approach, Jim Camp's *No. If you are a professional negotiator, or teach negotiations or simply want a negotiation reference, then Thompson's book should be a part of your negotiation library. However, if your objective is simply to improve your negotiation skills, then there are more efficient and effective sources elsewhere.*

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