



The Art and Science of Negotiation

By Howard Raiffa

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The Art and Science of Negotiation By Howard Raiffa

Whether you are selling a house, closing a business deal, settling a divorce, arbitrating a labor dispute, or trying to hammer out an international treaty, Howard Raiffa's new book will measurably improve your negotiating skills.

Although it is a sophisticated self-help book--directed to the lawyer, labor arbitrator, business executive, college dean, diplomat--it is not cynical or Machiavellian: Raiffa emphasizes problems and situations where, with the kinds of skills he aims to develop, disputants can achieve results that are beneficial to all parties concerned. Indeed, he argues that the popular "zero-sum" way of thinking, according to which one side must lose if the other wins, often makes both sides worse off than they would be when bargaining for joint mutual gains.

Using a vast array of specific cases and clear, helpful diagrams, Raiffa not only elucidates the step-by-step processes of negotiation but also translates this deeper understanding into practical guidelines for negotiators and "intervenors." He examines the mechanics of negotiation in imaginative fashion, drawing on his extensive background in game theory and decision analysis, on his quarter-century of teaching nonspecialists in schools of business and public policy, on his personal experiences as director of an international institute dealing with East/West problems, and on the results of simulated negotiation exercises with hundreds of participants.

There are popular books on the art of winning and scholarly books on the science of negotiation, but this is the first book to bridge the two currents. Shrewd, accessible, and engagingly written, it shows how a little analysis sprinkled with a touch of art can work to the advantage of any negotiator.

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Editorial Review

Review

The Art and Science of Negotiation is a quantum leap forward in the state of the art...[Raiffa] employs a classroom wizard's mastery over the hypothetical question to analyze in lively case studies and problems the essential characteristics of various forms of interactive competitive bargaining. (Eric D. Green *American Bar Association Journal*)

Raiffa deftly weaves together case-style vignettes of negotiating situations with a few analytical threads drawn from the theory of games, decision making under uncertainty, and fair division. Written with clarity and verve while avoiding technicalities, it strikes a nice balance between analysis and anecdote. (*Journal of Policy Analysis and Management*)

A vigorous, pragmatic treatise on resolving disputes in the realm of human affairs with all of the rigor [Raiffa] has always displayed...Tightly written, eminently readable, and containing many usable examples, it is bound to be a valuable resource book for years to come. (Gerald Hodge *Journal of the American Planning Association*)

The book provides a thought-provoking and useful introduction to the complexities of negotiation and mediation...[and] fills an important niche in the literature. I expect numerous opportunities to recommend it to those seeking advice. (Alvin E. Roth *Journal of Economic Literature*)

[A] fascinating book...Its expository style is also refreshing, achieving a perfect balance between academic respectability and general readability...Theory and practice are carefully intertwined throughout the book; the theory ranges from simple search models to complicated n-person zero-sum games; the practice ranges from simple hypothetical examples to complicated real-world many-country negotiations, several of which are enriched by Raiffa's own personal involvement and experience. (John D. Hey *Economica*)

I think that nearly anyone who has experience in negotiation and management will be surprised and pleased by the amount of insight which Raiffa's chapters will give him into the structure of problems with which he is familiar but which he understands less well than he thinks. (McGeorge Bundy)

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From the Back Cover

This is a sophisticated book directed to lawyers, labor arbitrators, business executives, college deans, diplomats, and many other professionals. Using a vast array of specific cases and clear, helpful diagrams, Raiffa not only elucidates the step-by-step processes of negotiation but also translates this deeper understanding into practical guidelines.

Users Review

From reader reviews:

Karen Imes:

This The Art and Science of Negotiation book is not ordinary book, you have after that it the world is in your hands. The benefit you receive by reading this book is definitely information inside this reserve incredible fresh, you will get information which is getting deeper anyone read a lot of information you will get. This particular The Art and Science of Negotiation without we recognize teach the one who reading it become critical in pondering and analyzing. Don't possibly be worry The Art and Science of Negotiation can bring whenever you are and not make your tote space or bookshelves' come to be full because you can have it in your lovely laptop even phone. This The Art and Science of Negotiation having great arrangement in word in addition to layout, so you will not truly feel uninterested in reading.

Willie Clark:

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Pablo Torrey:

Reading a book tends to be new life style within this era globalization. With examining you can get a lot of information that can give you benefit in your life. With book everyone in this world may share their idea. Books can also inspire a lot of people. A lot of author can inspire their reader with their story or perhaps their experience. Not only situation that share in the publications. But also they write about the data about something that you need example of this. How to get the good score toefl, or how to teach children, there are many kinds of book that you can get now. The authors nowadays always try to improve their ability in writing, they also doing some analysis before they write to the book. One of them is this The Art and Science of Negotiation.

Wilda Alexander:

A lot of people always spent their particular free time to vacation as well as go to the outside with them household or their friend. Were you aware? Many a lot of people spent many people free time just watching TV, as well as playing video games all day long. If you would like try to find a new activity this is look different you can read the book. It is really fun for you personally. If you enjoy the book which you read you can spent 24 hours a day to reading a publication. The book The Art and Science of Negotiation it is rather good to read. There are a lot of individuals who recommended this book. These were enjoying reading this book. Should you did not have enough space to create this book you can buy often the e-book. You can m0ore quickly to read this book from a smart phone. The price is not to cover but this book offers high quality.

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