



Bargaining for Advantage: Negotiation Strategies for Reasonable People 2nd Edition

G. Richard Shell

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As director of the renowned Wharton Executive Negotiation Workshop, Professor G. Richard Shell has taught thousands of business leaders, administrators, and other professionals how to survive and thrive in the sometimes rough-and-tumble world of negotiation. His systematic, step-by-step approach comes to life in this book, which is available in over ten foreign editions and combines lively storytelling, proven tactics, and reliable insights gleaned from the latest negotiation research.

This updated edition includes:

- A brand-new "Negotiation I.Q." test designed by Shell and used by executives at the Wharton workshop that reveals each reader's unique strengths and weaknesses as a negotiator
- A concise manual on how to avoid the perils and pitfalls of online negotiations involving e-mail and instant messaging
- A detailed look at how gender and cultural differences can derail negotiations, and advice for putting talks back on track

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