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# Effective Negotiation: From Research to Results

By Ray Fells



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## Effective Negotiation: From Research to Results By Ray Fells

Effective Negotiation provides a distinctive approach to the task of reaching an agreement through negotiation. Drawing on his extensive teaching and research experience, Ray Fells describes the key elements of any negotiation - including reciprocity, trust, power and ethics - and explains the core tasks involved in reaching an agreement: information exchange, solution seeking and concession management. It covers the mediation process, negotiating on behalf of others and negotiating across cultures, as well as managing negotiations in the workplace and in the business context. This third edition has been thoroughly updated with the latest research and new practical examples, and has a greater focus on how negotiators can develop their personal skills and how, by becoming reflective practitioners, they can manage their negotiations more effectively.



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## **Effective Negotiation: From Research to Results By Ray Fells Bibliography**

- Sales Rank: #5189808 in Books
- Published on: 2016-03-14
- Original language: English
- Number of items: 1
- Dimensions: 9.72" h x .75" w x 6.85" l, .0 pounds
- Binding: Paperback
- 275 pages

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### **About the Author**

Prior to becoming an academic, Ray Fells gained experience in employment and industrial relations matters in the UK which gave rise to his interest in dispute resolution through negotiation and mediation. His research and teaching have been aimed at finding ways to negotiate more effectively in the business environment. More recently he has been fully involved in management roles within the Business School including oversight of the MBA programs in Perth, Singapore, Manila and Jakarta, and as Associate Dean, International Relations.

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