



Getting (More of) What You Want: How the Secrets of Economics Psychology Can Help You Negotiate Anything in Business Life

By Margaret A. Neale, Thomas Z. Lys

Profile Books Ltd, United Kingdom, 2015. Paperback. Book Condition: New. Main. 216 x 135 mm. Language: English . Brand New Book. Forget about getting to yes - in most negotiations, we can get what we want. Drawing on the latest research in psychology and behavioural economics, *Getting (More of) What You Want* shows us how new behavioural models allow negotiators to move past the outdated win-win approach and find the most advantageous outcome for each and every negotiation. Be it with colleagues, superiors, spouses, friends, enemies, estate agents or market traders, negotiation is present in almost every social interaction. Neale and Lys's detailed analysis of economics, psychology, and strategic thinking show that, by taking into account rational behaviour and irrational biases - and learning how best to exploit that - anyone can become a more successful, more effective negotiator. Find out: when to negotiate and when to walk away; how to know what a good deal is; when to make the first offer and when to wait; the difference between aspiration and expectation; and why meeting in the middle can be the worst of all possible deals. Drawing on three decades of ground-breaking empirical research, *Getting (More of) What...*



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