



Negotiating and Influencing Skills: The Art of Creating and Claiming Value

Brad McRae

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Based on the theoretical approach to cooperative negotiating skills developed at the Harvard Project on Negotiation, this book presents a two-step process towards mastery of negotiating and influencing skills. Step one involves the development of skills by means of interactive exercises and step two the application of these negotiating skills which have been carefully constructed to help the reader develop and broaden his or her negotiation style and become more flexible and fluid in approach.

Negotiating and Influencing Skills addresses how to negotiate with difficult people and in difficult situations, and covers essential skills such as self-control, empathy and assertion in the negotiating process. Case studies a



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