



Science of Settlement: Ideas for Negotiators (Paperback)

By Jd Barry Goldman Ma

Createspace, United States, 2013. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. We negotiate every day; to better our position in life; to get a raise, a promotion, a better settlement in a legal case. In this very funny, concise, and well-researched book, author, mediator, and professor of law, Barry Goldman illustrates with amusing and memorable anecdotes and stories, how you can use the Science of Settlement to get a better outcome for yourself or your clients. Humans want to believe that they are rational creatures, especially in business dealings. But Goldman shows why our ancient brain has not evolved as fast as society; why we still make decisions based on outdated or erroneous impulses. As a negotiator, the Science of Settlement is the one tool you need to help you understand your opponent s (or your boss s or spouse s) responses and reactions during the process of negotiation. The techniques it teaches are memorable because Goldman illustrates them with funny and easy to recall research studies of people and animals. This is a book you will read from cover to cover, and laugh as you effortlessly learn the secrets that seasoned negotiators...



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