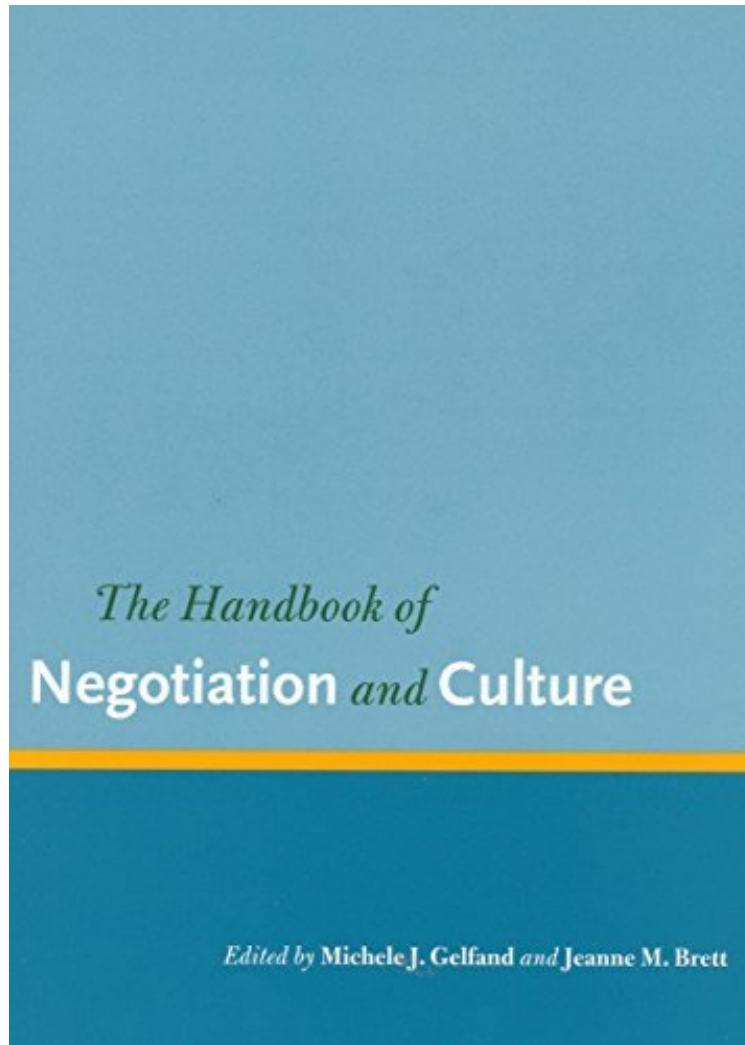


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From Stanford Business Books : The Handbook of Negotiation and Culture (Stanford Business Books (Hardcover)) before purchasing it in order to gage whether or not it would be worth my time, and all praised The Handbook of Negotiation and Culture (Stanford Business Books (Hardcover)):

0 of 0 people found the following review helpful. Culture MattersBy Avreeayl Womack-O'NeilThe book, The Handbook of Negotiation and Culture, is a rich comprehensive study of the role of culture and negotiations. It dares to challenge the current boundaries of the interpretation of culture from a western perspective to taking the challenge of understanding the aforementioned also from an Eastern perspective. The authors look to provide insight into the how culture affects all layers of the negotiation process, in addition to postulates that by doing a more thorough analysis of culture from different viewpoints will strengthen onersquo;s understanding of cross-cultural negotiations. Individuals

that thrive in global environments or those that want to have a better understanding of the implications of culture in negotiations and mediations would benefit from reading this book.

In the global marketplace, negotiation frequently takes place across cultural boundaries, yet negotiation theory has traditionally been grounded in Western culture. This book, which provides an in-depth review of the field of negotiation theory, expands current thinking to include cross-cultural perspectives. The contents of the book reflect the diversity of negotiation—research—negotiator cognition, motivation, emotion, communication, power and disputing, intergroup relationships, third parties, justice, technology, and social dilemmas—and provides new insight into negotiation theory, questioning assumptions, expanding constructs, and identifying limits not apparent from working exclusively within one culture. The book is organized in three sections and pairs chapters on negotiation theory with chapters on culture. The first part emphasizes psychological processes—cognition, motivation, and emotion. Part II examines the negotiation process. The third part emphasizes the social context of negotiation. A final chapter synthesizes the main themes of the book to illustrate how scholars and practitioners can capitalize on the synergy between culture and negotiation research.

"The Handbook of Negotiation and Culture: Theoretical Advances and Cross-cultural Perspectives is an excellent compilation of theory, reviews and commentary on culture and negotiation. This book will be a 'must' for negotiation researchers and sophisticated practitioners." (Roy Lewicki, Fisher College of Business)"This book makes an important contribution to researchers of negotiation and culture. It provides an excellent overview of research findings, encourages new avenues for research, and is just plain exciting and thought-provoking." (Lisa A. Barron, University of California)"The authors have succeeded in highlighting the myriad ways in which culture can affect how negotiators formulate their preferences, communicate about those preferences, and react to the deals they construct. As such, it is indeed a 'must read' for anyone who studies negotiation." (Administrative Science Quarterly)"Two of the best informed academics at the interface of culture and negotiation select the savviest thinkers in the social psychology of negotiation. Each of these scholars is focused upon a key area in the negotiation process and asked to analyze the primary issues in their domain of expertise. Voila! The state-of-the-art is now in print. Negotiate it into your hands." (Michael H. Bond, Department of Psychology The Chinese University of Hong Kong)"The Handbook of Negotiation and Culture, edited by two of the foremost authorities on the topic, represents an important contribution to the literature. All negotiation researchers should explore the contents of this volume. Cultural researchers will want to study the details carefully." Max H. Bazerman, Harvard Business School

From the Inside Flap

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