



# Negotiation: Process, Tactics, Theory

*By David Churchman*

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## **Negotiation: Process, Tactics, Theory** By David Churchman

Negotiation is an integral and pragmatic tool. Churchman provides a concise and practical guide to negotiation as it actually occurs. He outlines and defines key terms and concepts behind negotiation tactics that have proven effective throughout history thereby providing a clear introduction for the novice, while also offering an organized framework for the experienced.

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## **Negotiation: Process, Tactics, Theory** By David Churchman Bibliography

- Sales Rank: #3165675 in Books
- Brand: Brand: University Press of America
- Published on: 1995-08-15
- Released on: 1995-08-15
- Original language: English
- Number of items: 1
- Dimensions: 8.98" h x .42" w x 5.84" l, .35 pounds
- Binding: Paperback
- 102 pages

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## **Editorial Review**

### Review

This book is a basic and therefore useful tool. It provides a glossary of over 50 terms used in negotiations, defines and illustrates them in the language of everyday negotiations?with precision and wit. (Louis Kriesberg, Syracuse University *The First Edition*)

Brevity is not the only form of wit in this exceptionally clear book. For the novice the book reveals what tactics are. For the experienced negotiator it reveals why the tactics work. (David Dreier, Member of Congress)

Producing films involves a lot of negotiating. Read this book five times instead of reading five different ones. (Jennie Lew Tugend, Producer, *Free Willy 1-2*, Co-Producer *Lethal Weapon 1-2-3*)

This book has ideas for resolving disputes at every level, from the family to the family of nations. The surprising thing is how useful it also is in cooperative situations. (John Rogers, Chief of Police, Lake Forest Park, Washington)

Understanding the negotiating process is crucial to success in the international market place. Churchman unravels the complex web of negotiating to that even a novice can become an effective negotiator. (Reggie Cook, President & CEO, Cook International, Inc.)

*For those who want to master the art of negotiating, this book comes in handy. The concise descriptions of various tactics, presented in alphabetical order, constitute the heart of this book. They are easy to read and certainly helpful... (Dispute Resolution Journal)*

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### About the Author

David Churchman is Professor and Chairman of Behavioral Science Graduate Program at California State

University, Dominguez Hills.

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