



Negotiating Globally: How to Negotiate Deals, Resolve Disputes, and Make Decisions Across Cultural Boundaries (Jossey-Bass Business & Management)

By Jeanne M. Brett

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A framework for anticipating and managing cultural differences at the negotiating table

In today's global environment, negotiators who understand cultural differences and negotiation fundamentals have a decided advantage at the bargaining table. This thoroughly revised and updated edition of *Negotiating Globally* explains how culture affects negotiators' assumptions about when and how to negotiate, their interests and priorities, and their strategies. It explains how confrontation, motivation, influence, and information strategies shift due to culture. It provides strategic advice for negotiators whose deals, disputes, and decisions cross cultural boundaries, and shows how to anticipate cultural differences and then manage them when they appear at the negotiating table. It challenges negotiators to expand their repertoire of strategies, so that they are prepared to negotiate deals, resolve disputes, and make decisions regardless of the culture in which they find themselves.

- Includes a review of the various contexts and building blocks of negotiation strategy
- Explains how and why negotiation may be practiced differently in different cultures and how to modify strategy when confronted with different cultural approaches
- Explores the three primary cultural prototypes negotiators should understand

Negotiating Globally is ideal for those relatively new to negotiation, particularly in the global arena, and offers an overview of the various contexts and tactics of negotiation strategy. Written by an award-winning negotiation expert, this book provides an ideal framework for any and all global negotiations.

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Editorial Review

From the Inside Flap

In today's global environment, negotiators who understand cultural differences and negotiation fundamentals have a decided advantage at the bargaining table. This thoroughly revised and updated edition of *Negotiating Globally* explains how culture affects negotiators' assumptions about when and how to negotiate, their interests and priorities, and their strategies. It explains how confrontation, motivation, influence, and information strategies shift due to culture. It provides strategic advice for negotiators whose deals, disputes, and decisions cross cultural boundaries, and shows how to anticipate cultural differences and then manage them when they appear at the negotiating table. It challenges negotiators to expand their repertoire of strategies, so that they are prepared to negotiate deals, resolve disputes, and make decisions regardless of the culture in which they find themselves.

For those who are relatively new to negotiation, the book offers an overview of the various contexts (deal making, dispute resolution, multicultural and team decision making, social dilemmas, and negotiations between government and foreign direct investors) and building blocks of negotiation strategy. It then focuses specifically on negotiation strategy and culture, how negotiation is practiced in different cultures and why, and what the negotiator crossing cultural boundaries can do to modify strategy so as to realize interests and maintain integrity even when confronted with a very different cultural approach to negotiation.

Old familiar negotiation concepts, such as power and interests, take on different meaning in different cultures. In *Negotiating Globally*, award-winning negotiation expert Jeanne M. Brett discusses three primary cultural prototypes: dignity culture (familiar as Western culture), face culture (familiar as East Asian culture), and honor culture (which characterizes cultures in the Middle East, North Africa, and Latin America), comparing and contrasting these cultural prototypes with respect to the nature of self-worth, power, sensitivity to insults, confrontation style, trust, and mindset, with the purpose of generating insight and understanding as to why negotiators in these cultural types use strategy similarly or differently. She explains whether direct or indirect confrontation is preferred in each type of culture and why, and then introduces several approaches to resolving disputes, with advice about how to uncover interests, rights, or power positions, and how to use each of these approaches effectively.

Negotiating Globally provides a framework to help negotiators anticipate and manage cultural differences—no matter who shows up at the negotiating table.

From the Back Cover

Praise for *Negotiating Globally*, Third Edition

“Foreign direct investment requires negotiating with governments and their entrenched bureaucracies. *Negotiating Globally* explains how to understand the interests of each, and negotiate investments that are both profitable and sustainable.”

—**YOUNG SOO KANG**, director general, KOTRA, Korea

“In today’s global environment, negotiators who understand cultural differences have a decided advantage. *Negotiating Globally* explains how to adjust your strategy to negotiate effectively whether you find yourself in the West, the Middle East, Asia, Africa or Latin America.”

—**MELIH KEYMAN**, CEO, Keytrade

“Few subjects are as critical – or as confusing – as negotiating across cultural boundaries. Jeanne Brett’s *Negotiating Globally*, newly updated, offers a wealth of fascinating research, insightful analysis, and practical advice for negotiating deals, resolving disputes, and making decisions with people from different cultures. A very useful book!”

—**WILLIAM URY**, Harvard Negotiation Project

“The research-based strategic advice in *Negotiating Globally* showed us how to make negotiation rewarding for all by making the ‘pie’ of resources bigger, no matter where in the world we are negotiating.”

—**VIEBEKE HARBUD**, business development manager, LEO Pharma, Denmark

“*Negotiating Globally* provides solid research-based knowledge on cross-cultural negotiations. The strategies and skills discussed in this book are very helpful for managers in doing business. Jeanne Brett’s insightful work suggests that managers must develop culture-sensitive mindsets in international negotiations.”

—**ZHI-XUE ZHANG**, director of the Executive MBA program and associate dean, Guanghua School of Management, Peking University

About the Author

JEANNE M. BRETT is a founder and director of the Dispute Resolution Research Center at the Kellogg School of Management. She has over 25 years of experience as a researcher and trainer in the areas of deal making, decision making, and dispute resolution. As the DeWitt W. Buchanan Jr. Distinguished Professor of Dispute Resolution and Organizations at Kellogg, she has trained managers and executives around the world in the preeminent Kellogg negotiation methods. She is coauthor of *Getting Disputes Resolved: Designing Systems to Cut the Costs of Conflict*.

Users Review

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