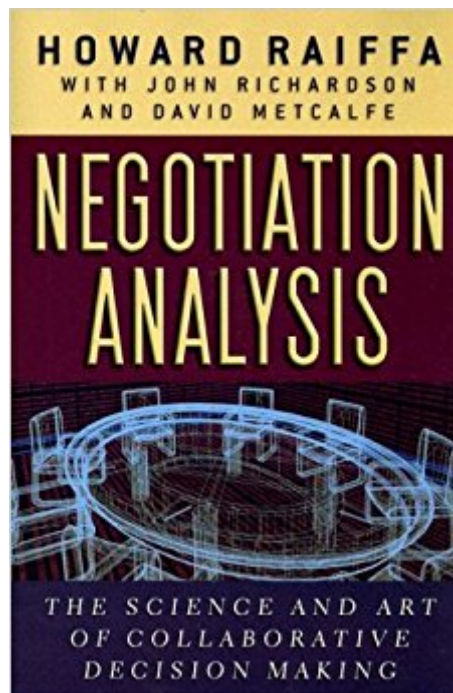




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Negotiation Analysis: The Science And Art Of Collaborative Decision Making



Synopsis

This masterly book substantially extends Howard Raiffa's earlier classic, *The Art and Science of Negotiation*. It does so by incorporating three additional supporting strands of inquiry: individual decision analysis, judgmental decision making, and game theory. Each strand is introduced and used in analyzing negotiations. The book starts by considering how analytically minded parties can generate joint gains and distribute them equitably by negotiating with full, open, truthful exchanges. The book then examines models that disengage step by step from that ideal. It also shows how a neutral outsider (intervenor) can help all negotiators by providing joint, neutral analysis of their problem. Although analytical in its approach--building from simple hypothetical examples--the book can be understood by those with only a high school background in mathematics. It therefore will have a broad relevance for both the theory and practice of negotiation analysis as it is applied to disputes that range from those between family members, business partners, and business competitors to those involving labor and management, environmentalists and developers, and nations.

Book Information

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Customer Reviews

This is a rich and complete book that touches all aspects of negotiation. The subtitle "The science and art of collaborative decision making" is might be even a better descriptor of the contents. The book has a certain scholar touch and is with 600 pages really comprehensive and more to be used as a reference than to be read in one sitting. For those that are more interested in a shorter book,

"Co-opetition" might be a faster to read alternative that is quite in line with this book. Professor Raiffa shows that negotiations and how to approach them depend mainly in how the structure of the negotiation is eg. integrative vs distributive. He proposes a very structured way to approach negotiations, being good prepared and looking for alternatives to an agreement before to have the freedom to forfeit the negotiation. Once meeting being creative working together with the other party helps to find those spots that are valued differently by the parties and offer possibility of common gains. Whether always the described Full Open Truthfull Exchange (FOTE) is possible might be doubted but it gives at least the yardstick how things could be. The author compares often diverse solutions and how the merit of each of them varies depending the criteria used, and what fairness in each case might be. The book is divided in major themes that are gone through in detail, any of those can be read in an almost independent manner, without following the order in the book. Part I. Fundamentals describes the basics of the books and what is the approach followed to structure negotiations. The Game Theory chapter is in itself an excellent summary on the theme and a nice introduction for those that never have been exposed earlier to the subject. Part II.

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