

# HBR's 10 Must-Reads on Negotiation, Plus a Bonus Article: 15 Rules for Negotiating



HBR's 10 Must Reads on Negotiation (with bonus article "15 Rules for Negotiating a Job Offer" by Deepak Malhotra) by Harvard Business Review

★★★★☆ 4.5 out of 5

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Negotiation is a critical skill for anyone who wants to be successful in business. But what are the best ways to negotiate? What are the most important things to keep in mind? This article will provide you with some of the best advice from Harvard Business Review on negotiation. You'll learn how to prepare for a negotiation, how to build rapport with the other party, and how to close a deal. You'll also get some tips on how to negotiate in difficult situations.

## **10 Must-Reads on Negotiation from Harvard Business Review**

1. The Negotiator's Dilemma by Robert Mnookin, Scott Peppet, and Andrew Tulumello

2. How to Negotiate with the Difficult Person in Your Life by Douglas Stone, Bruce Patton, and Sheila Heen
3. Getting to Yes with Yourself by William Ury
4. The Power of Positive Negotiation by Leigh Thompson and L. Richard Thaler
5. How to Negotiate When the Other Side Has More Power by Deepak Malhotra
6. How to Negotiate Virtually by Leigh Thompson and L. Richard Thaler
7. 5 Ways to Improve Your Negotiation Skills by Alison Wood Brooks
8. The Science of Negotiation by Michael Wheeler
9. The Art of Negotiation by Chester Karrass
10. The Future of Negotiation by Max Bazerman and Hal Hershfield

### **Bonus Article: 15 Rules for Negotiating**

1. Do your research.
2. Know your BATNA (best alternative to a negotiated agreement).
3. Set realistic goals.
4. Build rapport with the other party.
5. Be prepared to walk away.
6. Don't be afraid to ask for what you want.
7. Be willing to compromise.
8. Don't be emotional.

9. Stay positive.
10. Be honest and transparent.
11. Be respectful.
12. Follow up after the negotiation.
13. Learn from your experiences.
14. Never give up.

Negotiation is a complex and challenging process, but it is also an essential skill for anyone who wants to be successful in business. By following the advice in this article, you can improve your negotiation skills and get the best possible outcomes for yourself and your organization.



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