



## Best Practice Workplace Negotiations: EBook Edition

*Richard A. LUECKE*

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# **Best Practice Workplace Negotiations: EBook Edition**

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Best Practice Workplace Negotiations offers a systematic approach to developing negotiating skills. It serves as an introduction to current best practices in negotiation that can be applied across a broad range of business situations. This up-to-the-minute course covers win-win vs. win-lose negotiations; the BATNA concept (best alternative to a negotiated agreement—what every negotiator should have in his mind before entering into any negotiation); walk-away price, or reserve point; negotiation as a logical set of process steps—preparation, initial moves, application of tactics, and post-deal evaluation; and the power of persuasive communication in negotiations. This is an ebook version of the AMA Self-Study course. If you want to take the course for credit you need to either purchase a hard copy of the course through [amaselfstudy.org](http://amaselfstudy.org) or purchase an online version of the course through [www.flexstudy.com](http://www.flexstudy.com).

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