

MKTG 4470 Negotiation Skills: Study Guide

Essentials of Negotiation by Lewicki, Saunders, & Barry, 6th ed. McGraw-Hill

Chapter 1 – Nature of Negotiation

1. What is the difference between bargaining and negotiation?
 - **Bargaining:** describes the competitive, win-lose situation
 - **Negotiation:** refers to win-win situations such as those that occur when parties try to find a mutually acceptable solution to a complex conflict
2. What is a “win-win” situation?
 - those that occur when parties try to find a mutually acceptable solution to a complex conflict
3. What are tangible factors in a negotiation?
 - Management of tangibles (e.g., the price or the terms of agreement)
4. What is distributive negotiation?
 - **Distributive:** Win-lose: I win, you lose
5. What does BATNA mean?
 - **Best Alternative to a Negotiated Agreement**
6. What two dilemmas face negotiators?
 - **Dilemma of honesty** - Concern about how much of the truth to tell the other party
 - Dilemma of trust** - Concern about how much should negotiators believe what the other party tells them
7. How much should one believe of what the other side says?
 - **Depends on the reputation of the other party**
 - **Affected by the circumstances of the negotiation**
 - **Related to how he or she treated you in the past**
8. What determines the satisfaction of a negotiation?
 - **“the process through which an agreement is reached and by the actual outcome obtained by the negotiation ”**
9. When does conflict occur in a negotiation?
 - **And occurs:** “when two parties are working toward the same goal and generally want the same outcome”
 - **Conflict management in a negotiation** is to control the destructive elements while enjoying the productive aspects
10. How does intragroup conflict affect the negotiation process?

Study Guide Essentials Of Negotiation

**John R. Schermerhorn, John R., John R
Schermerhorn**



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