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G. Richard Shell is a management professor at the University of Pennsylvania's Wharton School and creator of its popular Success Course. His previous books include *Bargaining for Advantage* and, with Mario Moussa, *The Art of Woo*. He lives near Philadelphia. Visit www.grichardshell.com. Get news about Business books, authors, and more

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By all means, negotiations involve product exchange or commodity for some amount of money, which confirms G. Richard Shell's claim that the bargaining days are anything but over!! For a more strategic overview – stay with us!! World's wealthiest people are aware that not everything has a price tag.

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“Wise, persuasive, and entirely readable, *Bargaining for Advantage* provides practical step-by-step advice for negotiators who want to bargain effectively without compromising themselves or their values.”—Michael Wheeler, Harvard Business School, coeditor of *The Negotiation Journal* “Richard Shell is known to be a star teacher of negotiation.

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G. Richard Shell (2010), *The Morality of Bargaining: Identity versus Interests in Negotiations with Evil*, *Negotiation Journal*, Vol. 26, No. 4, 453-81. G. Richard Shell, *The Art of Woo: Using Strategic Persuasion to Sell Your Ideas* (2007) G. Richard Shell, *Bargaining for Advantage: Negotiation Strategies for Reasonable People*, 2nd Ed (2006)

G. Richard Shell – LEGAL STUDIES & BUSINESS ETHICS Department

As director of the world-renowned Wharton Executive Negotiation Workshop, Professor G. Richard Shell has taught thousands of business leaders, lawyers, administrators, and other professionals how to survive and thrive in the sometimes rough-and-tumble world of negotiation.

Bargaining for Advantage by Shell, G. Richard (ebook)

As director of the world-renowned Wharton Executive Negotiation Workshop, Professor G. Richard Shell has taught thousands of business leaders, lawyers, administrators, and other professionals how to survive and thrive in the sometimes rough-and-tumble world of negotiation. In the third edition of this internationally acclaimed book, he brings to life his systematic, step-by-step approach, built around negotiating effectively as who you are, not who you think you need to be.

Bargaining for Advantage - Wharton School Press

G. Richard Shell is the Thomas Gerrity Professor of Legal Studies, Business Ethics, and Management at the Wharton School of Business. His latest book, *Springboard: Launching Your Personal Search for Success* (Penguin/Portfolio 2013), was named Business Book of Year for 2013 by the largest business bookseller in the United States, 800CEOREAD.

G. Richard Shell (Author of Bargaining for Advantage)

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G. Richard Shell and Mario Moussa know what it takes to drive new ideas through complex organizations. They have advised thousands of executives from companies such as Google, Microsoft, and...

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