



Breakthrough Business Negotiation: A Toolbox for Managers

By Michael Watkins

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Breakthrough Business Negotiation is a definitive guide to negotiating in any business situation. This smart and practical book by Michael Watkins, a leading expert in negotiation at Harvard Business School, presents principles that apply to any negotiation situation and tools to achieve breakthrough results. Step by step, *Breakthrough Business Negotiation* demonstrates how to diagnose a situation, build coalitions, manage internal decision making, persuade others, organize a deal cycle, and create strategic alliances. Watkins also explains how to prevent disputes from poisoning deals.

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Review

"As a venture capitalist, I negotiate every day. Michael Watkins's book is the first I have found that truly grapples with the complications of real-world negotiations. I am struck by how often its tools and techniques apply to my past and current experiences in negotiation. This book is a powerful tool for anybody who wants to take control and come out on top. I wish I had read it twenty years ago."

--John F. Eckert, founder and managing partner, McLean Watson Capital Inc., and president, Canadian Venture Capital Association

"The best negotiators often seem to be guided by instinct, but Michael Watkins reveals powerful principles that can increase anyone's effectiveness in negotiation. He lays out a clear framework for conducting complex negotiations so you can ask the right questions and focus on the right issues. He then demonstrates how the framework applies to a variety of real-world dynamic situations. I highly recommend this book."

--Steven Cohen, partner and specialist in mergers and acquisitions, Wachtell, Lipton, Rosen & Katz

"*Breakthrough Business Negotiation* deserves a spot on every negotiator's bookshelf. Watkins has written a comprehensive guide that makes the daunting task of negotiation approachable for everyone. It is a rare gem that brings academic rigor to the real world. Even the most experienced negotiator will find much that is fresh and enjoyable here."

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From the Publisher

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