JB JOSSEY-BASS

Negotiating Globally

How to Negotiate Deals, Resolve Disputes, and Make Decisions Across Cultural Boundaries

Second Edition

Jeanne M. Brett



John Wiley & Sons, Inc.

Contents

CD-ROM Contents		ix
Preface		xi
Acknowledgments		xix
The Author		XXV
1.	Negotiation Basics	1
2.	Culture and Negotiation	25
3.	Culture and Integrative Deals	53
4.	Executing Negotiation Strategy	79
5.	Resolving Disputes	115
6.	Third Parties and Dispute Resolution	155
7.	Negotiating Decisions and Managing Conflict in Multicultural Teams	175
8.	Social Dilemmas	219
9.	Government At and Around the Table	245
10.	Will the World Adjust, or Must You?	279
Notes		289
Glossary		325
Index		335
How to Use the CD-ROM		349

CD-ROM Contents

Chapter One

Negotiation Planning Document

Exercise 1.1. Personal Choices in Decision Making

Chapter Two

Case 2.1. System Modification for Japan

Chapter Three

Case 3.1. A Scandinavian Scare

Chapter Four

Guide to Listening to Your Negotiation Audio Recording

Chapter Five

Case 5.1. Nichia Corporation Versus Shuji Nakamura: The Blue LED Dispute

Chapter Six

Being Effective in Mediation When You Are the Disputant The Mediation Process Additional CPR Model Clauses

x CD-ROM CONTENTS

Chapter Seven

Exercise 7.1. Cultural Metacognition

Exercise 7.2. Identifying Effective Strategies for Multicultural Teams

Chapter Eight

Case 8.1. OPEC Negotiations

Chapter Nine

Case 9.1. Nokia and Motorola Versus Telsim

- Case 9.2. Newbridge and Chinese Negotiations Over Shenzhen Development Bank
- Case 9.3. The Checkered Negotiation History of the Dabhol Power Project