

Negotiation Basics

Win-Win Strategies for Everyone

Fourth Edition

**Charles P. Lickson J.D., Ph.D.
and Robert B. Maddux**

A Crisp Fifty-Minute™ Series Book

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About the Author

Charles P. Lickson is a former corporate and trial attorney-turned-professional mediator. He received his traditional training at Johns Hopkins University (B.A. with political science honors) and Georgetown Law Center (J.D.). He also holds a non-traditional Ph.D. in counseling.

Dr. Lickson is the author of six books, including *Legal Guide for Small Business*, *Ethics for Government Employees*, *Finance and Taxes for the Home-Based Business* (with co-author Bryane Miller Lickson), and *Ironing It Out: Seven Simple Steps to Resolving Conflict* (each published by Crisp Publications).

In addition to being a Virginia Supreme Court certified mediator, Dr. Lickson is a qualified arbitrator and facilitator and a founding member and Fellow of the International Academy of Mediators. He is an adjunct associate professor of political science and public administration at Shenandoah University in Winchester, Virginia, where he teaches courses in conflict resolution, political science, and ethics. And he is a senior neutral and trainer at the Conflict Management Consortium, Inc., Front Royal, Virginia.

Dr. Lickson has led many training programs in basic and advanced negotiation skills and in conflict resolution. He has been involved in resolving over 1,500 cases of varying types with a recent emphasis on family, organizational, and workplace disputes.

Preface

Negotiation is often thought of as a contest in which one side wins and the other side loses. Many books, articles, and tapes tout “swim with the sharks,” “negotiate to win,” “guerilla negotiation,” and other “I win—you lose” concepts.

The truth is that we negotiate every day with a view toward meeting our needs without antagonizing or defeating others. This kind of negotiating is known as *win-win* or *collaborative* problem solving. Such win-win negotiation has been proven to be far more effective in getting results without costly emotional and financial outcomes. It also helps to preserve relationships. After many years negotiating for myself and on behalf of clients, my own career has led me away from so-called traditional, adversarial negotiating to a more collaborative non-traditional approach.

This book is a revision of the Crisp bestseller, *Successful Negotiation*, by the late Robert B. Maddux. The new title, *Negotiation Basics: Win-Win Strategies for Everyone*, reflects more clearly what you can expect from this book: the basics you need to begin practicing successful negotiation skills whenever you need them.

This book looks at all forms of negotiating, but emphasizes win-win negotiating principles and strategies. It includes new concepts, tools, and guidance, reflecting recent advances in collaboration and cooperation and new attitudes toward negotiation. The book also draws upon my own book *Ironing It Out: Seven Simple Steps to Resolving Conflict*, also published by Crisp, and my many years of practical negotiation experience as an attorney, businessperson, counselor, and professional mediator.

By following the simple steps in this book and learning the basics of *interest-based (win-win) bargaining* described here, you can get what you need without giving in or risking harm to delicate relationships. You will also learn what to do when nothing seems to work. Read on—and put these tools to good use in your work and personal life.



Charles P. Lickson

This edition is dedicated to the memory of Robert B. Maddux.

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