

Cooperative Negotiation - Dajana Morak

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Negotiating is essential. The world, nowadays, is more and more interactive and we find ourselves dealing with all different kinds of cultures and possibilities. It's getting more complicated since the world opened up. We can multiply our profits by negotiating and trading world-wide. One can find a lot of interesting information about negotiation and its diverse tactics to make money, but another topic is the ethical or social aspect behind negotiating. This is something one can also not so easily deny because it's part of the game. It is known under the catchphrase 'Social Dilemma'. It's about the conflict of the individual in ordinary life and the decision to cooperate or defect. The decision is based on the best outcome for the individual and should be for the collectivist while achieving a maximum individual result. The purpose of this paper is based on the nature of negotiation and should give an insight especially to the cooperative style of negotiations and should also touch on the related ethical point of view. Author: Morak, Dajana Publisher: GRIN Verlag Illustration: N Language: ENG Title: Cooperative Negotiation Pages: 00015 (Encrypted PDF) On Sale: 2009-01-01 SKU-13/ISBN: 9783640356461 Category: Business & Economics : General

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