

CHAPTER 5

Negotiation Models, Strategies, and Tactics

Chapter Outline

5.1 Negotiating Sessions:

"At the Table"

5.2 Critical Elements

in a Negotiation:

Information, Time,

Power

5.3 Ethics in Negotiations

5.4 Bargaining Strategies

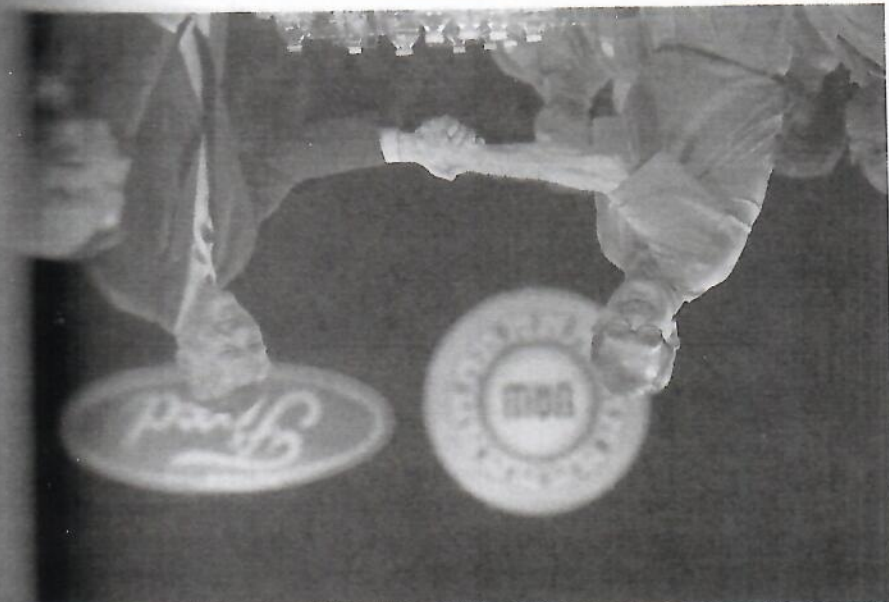
5.5 Distributive Bargaining

5.6 Integrative Bargaining

5.7 Interest-Based

Bargaining

5.8 Reaching Agreement



UAW vice president Bob King, who directs the union's Ford Department, shakes hands with Ford CEO Alan Mulally at the opening of contract bargaining. Source: © Jim Spellman

Negotiations are about changing the status quo. Unless both parties can receive something more than what the status quo provides, there is nothing for them to negotiate.

THEODORE W. KHEEL (NOTED AMERICAN NEGOTIATOR

AND MEDIATOR)