



Book Review

Negotiation

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This is one of the highly recommended book is written by Lewicki, Saunders, and Barry, which is namely “ **Negotiation**”. The unique aspect of this recommended book is relevant to the negotiator. Because these types of equipment of this book can help to explore how to make a plan through drawing field analysis of negotiation. Meanwhile, this book is discussing the basic elements of distributive and integrative bargaining as well as tactics for both strategies such as bogey, the nibble, chicken, and snow job. According to these types of equipment are launched in this book lead to the negotiator gets the advantage in field analysis before encountering another’s party. Furthermore, the tactics of this book are given the direction on how to deal with another’s party, who is holding high power based on a hierarchical structure. In particular, different culture has received by the most attention in this decade. Hence, the tactics of this book are recommended based on each level of familiarity in cultural distance in order to enhance the opportunity of a accomplished outcomes.

Consequently, the strategies and tactics of this book aim to shed some light to enhance effective negotiation in order to achieve the goal and the objective-based on expectation. Thus, the contents of this book are attractive to suggest to students and candidates in order to reach the highest expectation and change the attitude that negotiation is not difficult series after reading this book.



Reference

Lewicki, R.J., Saunders, D.M., & Barry, B. (2015). *Negotiation*. Seventh edition. New York: McGraw-Hill Education