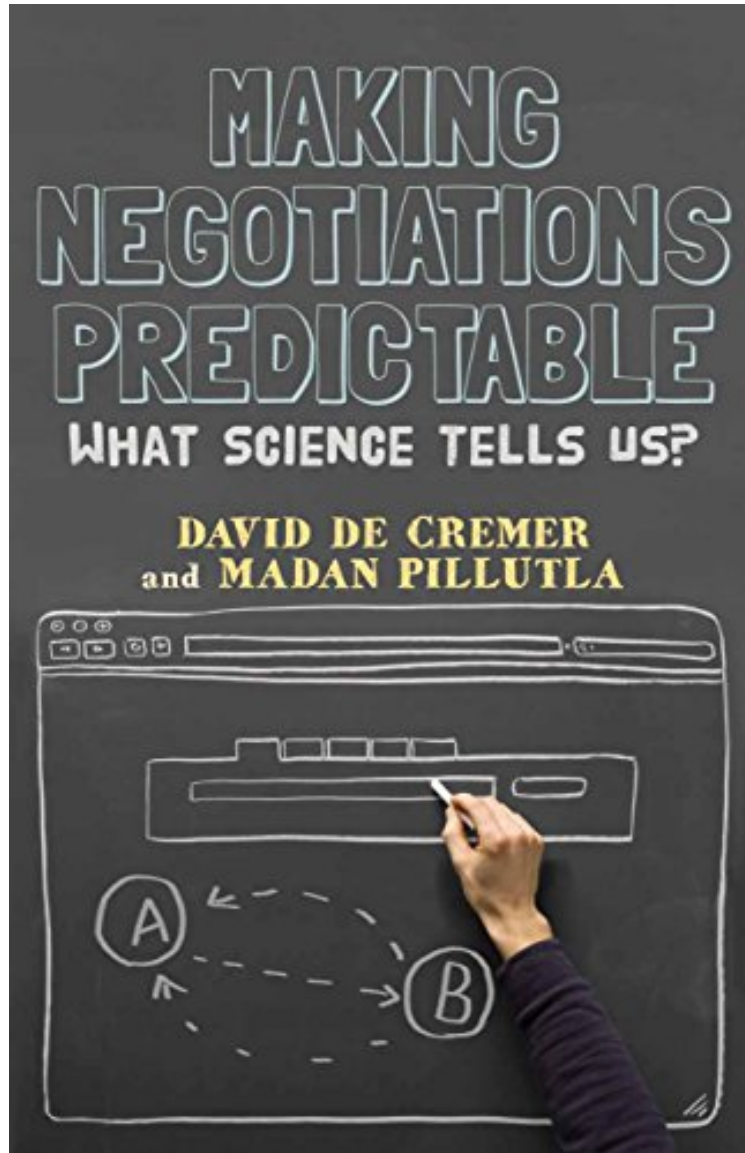


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Making Negotiations Predictable: What Science Tells Us

David De Cremer, Madan Pillutla

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Everybody in business is involved in negotiating internally and externally. The impact of this can have consequences for revenue and profitability, so it is more important than ever to be an effective negotiator for business success. *Making Negotiations Predictable*, two global experts give crucial insights into getting it right.

About the Author DAVID DE CREMER is Professor of Management at China Europe International Business School (CEIBS), Shanghai, and visiting Professor of Organisational Behaviour at London Business School. He has held visiting appointments at other leading universities, including Harvard University and New York University, and has received many outstanding international awards for his research. MADAN PILLUTLA is the Mike Salamon term Professor of Organisational Behaviour at London Business School and he is recognized as an expert in the field of negotiation and has taught classes on this topic to various audiences, including senior leaders of multinational corporations in different countries, for over 15 years. He is the director of the Negotiation and Influencing Skills Senior Manager programme at the London Business School, where his negotiation classes are among the most sought-after courses.