



The Language of Negotiation: A Handbook of Practical Strategies for Improving Communication

Joan Mulholland

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The Language of Negotiation aims to heighten awareness of language and to suggest practical ways to use language-related tactics to get results. It encourages the reader to recognise negotiation as a specifically language-centred activity and demonstrates how learning to use language effectively can radically improve negotiation skills.

The book features:

- A step-by-step guide on the practice of negotiation, from preparation to follow-up after the event
- Chapters on various aspects of negotiation, such as the spoken, written and interpersonal sides, as well as media interviewing and using the phone.
- Specific and useful strategies for actions like advising, complaining, confirming and dismissing.
- A range of effective and informative examples throughout, designed to show the value of enhanced language use and practical exercises to encourage the reader to apply the ideas to their own practice.

The Language of Negotiation will be of value to all those in business and professional life whose work involves negotiation. It will also be of particular interest to students in graduate schools of business or management and to anyone who has an interest in improving their negotiation skills. No prior knowledge of language theory is assumed on the part of the reader.



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