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In his book *The New Negotiating Edge: The Behavioral Approach for Results and Relationships*, Gavin Kennedy advocates a middle path between hard-nosed, aggressive tactics (which he calls red behavior) and a completely rational, win-win style that seeks to satisfy all parties (blue behavior). This middle path—purple behavior—focuses on the two-way exchange necessary to successfully conclude any

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From the bestselling author on negotiation, The New

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Negotiating Edge is not about what people ought to do, rationally or otherwise. It is about how people really behave and what you can do about it.

Gavin Kennedy aims to go beyond tough guy tactics to reveal how people actually negotiate. This text is not about what people ought to do, rationally or otherwise - it is about how people really behave and what you can do about it. His thesis is that the two usual modes of negotiating behaviour should be blended. The "red style" is the use of manipulative tactics and aggressive ploys, whilst the "blue style" is the antidote to this, suggesting the use of principled negotiation and rational problem solving prescriptions. Kennedy presents his "purple style", which says: "give me some of what I want ("red style")

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and I will give you some of what you want ("Blue style"). "Red" is taking behaviour, "blue" is giving behaviour, and "purple" is trading behaviour. "Purple" behaviour deals with people as they are, and not how you assume them to be. It is biased towards how negotiators behave and prefers the evidence of their behaviour to affirmations of their good intentions, but it is not a rationale for cynicism. The author sets-out a simplified, 4-phase process of this theory: prepare; debate; propose; and bargain.

Persuasion, in its various linguistic forms, enters our lives daily. Politicians and the news media attempt to change or confirm our beliefs, while advertisers try to bend our tastes toward buying their products. Persuasion goes on in



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courtrooms, universities, and the business world. Persuasion pervades interpersonal relations in all social spheres, public and private. And persuasion reaches us via a large number of genres and their intricate interplay. This volume brings together nine chapters which investigate some of the typical genres of modern persuasion. Using both quantitative and qualitative methods, the authors explore the linguistic features of successful (and unsuccessful) persuasion and the reasons for the variation of persuasive choices as realized in various genres: business negotiations, judicial argumentation, political speech, advertising, newspaper editorials, and news writing. In the final chapter, the editors tie together the two themes — persuasion and genres — by proposing an Intergenre Model. This model assumes that a powerful force

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behind generic evolution is the perennial need for implicit persuasion.

The ordeal of negotiating with North Koreans during the Cold War has left the impression of a crazy and bizarre diplomacy, of negotiators who insult and provoke their Western counterparts while fabricating crises and fomenting discord. As "Negotiating on the Edge" reveals, however, there is not only a method to this madness but also an ongoing shift toward a less provocative negotiating style. Drawing on interviews with an eminent cast of U.S. officials and marshalling extensive research on North Korea past and present, Scott Snyder traces the historical and cultural roots of North Korea's negotiating behavior and exposes the full

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range of tactics in its diplomatic arsenal. He explains why North Koreans behave as they do, and he argues that there is, in fact, an internal logic to what often seems to be outrageous conduct. Finally, Snyder explores how economic desperation and the end of the Cold War have forced North Korea to modify its negotiating style and objectives. Focusing on the U.S. negotiating experience with North Korea in the 1990s, Snyder also deals comparatively with recent South Korean and multilateral attempts to engage Pyongyang."

The purpose of this book is to explore the overlapping area of study that discourse linguists and cognitive linguists are interested in. In doing so, the volume contributes to bridging the gap between these two large groups of linguists who

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share an interest in discourse processing but approach the area from very different perspectives and frames of reference. The starting point of this volume is text and discourse. The book includes an overview section and a number of carefully selected contributions which highlight central issues in the study of text and discourse attempting to give them cognitive explanations. In responding to the current interest in the area of discourse and cognition, the volume has adopted a wide scope which allows its individual chapters to focus on textual and situational contexts as well as the context of culture and society at large. The volume also provides its readership with a useful selection of methods used in the studies which form the basis of its chapters. The contributions, all by established linguists with highest qualifications, present new findings

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which have important theoretical implications. They offer unique and fresh analyses of central discourse phenomena in cognitive light and revealing discussions of the avenues opened to us at this stage of the development of the study of discourse and cognition. This accessible research volume will be essential reading for scholars and advanced students of linguistics and languages.

Drawing on best practices identified at the Software Quality Institute and embodied in bodies of knowledge from the Project Management Institute, the American Society of Quality, IEEE, and the Software Engineering Institute, Quality Software Project Management teaches 34 critical skills that allow any manager to minimize costs, risks, and time-to-

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market. Written by leading practitioners Robert T. Futrell, Donald F. Shafer, and Linda I. Shafer, it addresses the entire project lifecycle, covering process, project, and people. It contains extensive practical resources-including downloadable checklists, templates, and forms.

This is a wide-ranging, up-to-date introduction to modern business communication, which integrates communication theory and practice and challenges many orthodox views of the communication process. As well as developing their own practical skills, readers will be able to understand and apply principles of modern business communication. Among the subjects covered are: interpersonal communication, including the use and analysis of nonverbal communication group

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communication, including practical techniques to support discussion and meetings written presentation, including the full range of paper and electronic documents oral presentation, including the use of electronic media corporate communication, including strategies and media. The book also offers guidelines on how communication must respond to important organizational issues, including the impact of information technology, changes in organizational structures and cultures, and the diverse, multicultural composition of modern organizations. This is an ideal text for undergraduates and postgraduates studying business communication, and through its direct style and practical relevance it will also satisfy professional readers wishing to develop their understanding and skills.

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Doing business nowadays often means globally, whether with clients, customers, or business partners. Communicating your message effectively—online or in person—has become a must. If you want the best outcome, you must serve the growing need for cultural training that links awareness to action. “A masterclass in authentic global communication. Full of specific frameworks and actionable tips, it is a must-read for anyone looking to bolster or refine their professional communication toolkit.”—Elizabeth Owens Skidmore, Sponsorship Specialist, Bell Canada

In our increasingly interconnected world, effective communication is the formula for success in any industry. Whether you're speaking in public, writing an email, or navigating an important



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negotiation, how you present yourself through language is all-important in today's global business world. In *How to Communicate Effectively with Anyone, Anywhere*, two New York University professors reveal a new approach to global communication across key performance areas, including effective emailing, public speaking, and negotiation. *How to Communicate Effectively with Anyone, Anywhere*, with key illustrations, is part instructional text, part empowering workbook, containing practical and proven strategies that can be put to immediate use, along with exercises designed to impart valuable self-discovery and position you as an effective global communicator. You will gain not only the practical skills essential for operating across cultural settings but also a firm foundation for managing global transactions,

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international relationships, and worldwide innovation. We all know how to email, right? But contacting counterparts in China, Brazil, or Germany with success requires us to upgrade our skills with key strategies for an expanded and productive network of global interaction. Each chapter contains a practical, easy-to-implement framework that functions as a “blueprint” for global communication and how each skill can best be used virtually in remote work scenarios. For professionals looking to take their skill set to the next level, this book’s approach is the key to connecting professional skills to a larger practice of global understanding, ultimately leading to you communicating effectively and impactfully with anyone, anytime, and anywhere.

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Adam Smith (1723–90) is perhaps best known as one of the first champions of the free market and is widely regarded as the founding father of capitalism. From his ideas about the promise and pitfalls of globalization to his steadfast belief in the preservation of human dignity, his work is as relevant today as it was in the eighteenth century. Here, Ryan Hanley brings together some of the world's finest scholars from across a variety of disciplines to offer new perspectives on Smith's life, thought, and enduring legacy. Contributors provide succinct and accessible discussions of Smith's landmark works and the historical context in which he wrote them, the core concepts of Smith's social vision, and the

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lasting impact of Smith's ideas in both academia and the broader world. They reveal other sides of Smith beyond the familiar portrayal of him as the author of the invisible hand, emphasizing his deep interests in such fields as rhetoric, ethics, and jurisprudence. Smith emerges not just as a champion of free markets but also as a thinker whose unique perspective encompasses broader commitments to virtue, justice, equality, and freedom. An essential introduction to Adam Smith's life and work, this incisive and thought-provoking book features contributions from leading figures such as Nicholas Phillipson, Amartya Sen, and John C. Bogle. It demonstrates how Smith's timeless insights speak to contemporary concerns such as growth in the developing world and the future of free trade, and how his influence

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extends to fields ranging from literature and philosophy to religion and law.

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