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G. Richard Shell is a management professor at the University of Pennsylvania's Wharton School and creator of its popular Success Course. His previous books include *Bargaining for Advantage* and, with Mario Moussa, *The Art of Woo*. He lives near Philadelphia. Visit [www.grichardshell.com](http://www.grichardshell.com). Get news about Business books, authors, and more

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By all means, negotiations involve product exchange or commodity for some amount of money, which confirms G. Richard Shell's claim that the bargaining days are anything but over!! For a more strategic overview – stay with us!! World's wealthiest people are aware that not everything has a price tag.

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*G. Richard Shell – LEGAL STUDIES & BUSINESS ETHICS Department*

As director of the world-renowned Wharton Executive Negotiation Workshop, Professor G. Richard Shell has taught thousands of business leaders, lawyers, administrators, and other professionals how to survive and thrive in the sometimes rough-and-tumble world of negotiation.

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*Bargaining for Advantage - Wharton School Press*

G. Richard Shell is the Thomas Gerrity Professor of Legal Studies, Business Ethics, and Management at the Wharton School of Business. His latest book, *Springboard: Launching Your Personal Search for Success* (Penguin/Portfolio 2013), was named Business Book of Year for 2013 by the largest business bookseller in the United States, 800CEOREAD.

*G. Richard Shell (Author of Bargaining for Advantage)*

*Bargaining for Advantage: Negotiation Strategies for Reasonable People* by Shell, G. Richard at AbeBooks.co.uk - ISBN 10: 0143036971 - ISBN 13: 9780143036975 - Penguin Random House USA - 2006 - Softcover

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