

Negotiation and Conflict, The Psychology of

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Abstract

Although conflict is associated with higher levels of emotion than negotiation, the two processes share many similarities. Both disputants and negotiators can opt for a more cooperative or competitive approach to resolving their differences. The approach that they choose and its consequences are affected by the social context within which conflicts and negotiations take place, the social processes that emerge as conflicts and negotiations unfold, and individuals' thoughts and feelings. This article explores how variables such as power, gender, culture, communication, and emotion influence the reconciliation of conflicting interests.



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