

# Readings

The course readings are intended to cover topics that were dealt with on our intensive communication courses business presentations and business negotiations, which are no longer available. As such, although clearly research-driven, the readings are very practical in nature.

You should read all of the 13 articles.

The articles (pdf format) can all be found through the School's Helecon library services (<http://web.lib.aalto.fi/en/journals/>). Harvard Business Review has recently restricted access to its e-materials, so **unfortunately we are no longer able to create 'bib.fi' links to most of these articles.**

## Persuasion / Presentations

Cialdini, R. (2001). Harnessing the science of persuasion. Harvard Business Review.

Conger, J. (1998). The necessary art of persuasion. Harvard Business Review.

Denning, S. (2004). Telling tales. Harvard Business Review.

Elsbach, K. (2003). How to pitch a brilliant idea. Harvard Business Review.

Williams, G. and Miller, R. (2002). Change the way you persuade. Harvard Business Review.

## Negotiations

Brett, J., Friedman, R. and Behfar, K. (2009). How to manage your negotiating team. Harvard Business Review.

Ertel, D (2004). Getting past yes:negotiating as if implementation mattered. Harvard Business Review

Kolb, D. and Williams, J. (2001). Breakthrough bargaining. Harvard Business Review.

Lax, D. and Sebenius, J. ( 2003). 3-D negotiation. Harvard Business Review.

Sebenius, J. (2001). 6 habits of merely effective negotiators. Harvard Business Review.

### **Culture and communication**

Earley, C. and Mosakowski, E. (2004). Cultural intelligence. Harvard Business Review.

Govindarajan,V. and Gupta, A. (2001). Building an effective global business team. MIT Sloan Management Review.<http://bib.fi/08G3yg>

Sebenius, J. (2002). The hidden challenge of cross-border negotiations. Harvard Business Review.