



Stanford eCorner

Special: Stanford Innovation Lab - Margaret Anne Neale

Margaret Anne Neale, *Stanford Graduate School of Business*

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If you really want to win at negotiation, stop fighting and start listening. In this episode of Stanford Innovation Lab, host Tina Seelig speaks with Margaret “Maggie” Neale, professor at the Stanford Graduate School of Business, for answers to the burning questions about negotiating. Is emotion your most powerful tool? When does deference earn you more than dominance? Will setting a walk-away price decrease your drive to negotiate for more? Maggie also shares pro-tips on negotiating in all settings, from the office to the farmers’ market.



Transcript