1. Explain the differences between principled negotiation and integrative negotiation.

Principled Negotiation:

Principled negotiation is an interest-based approach to negotiation that focuses primarily on conflict management and conflict resolution. Principled negotiation uses an [integrative approach](https://www.negotiations.com/definition/integrative-negotiation/) to finding a mutually shared outcome.

Principled negotiation has become synonymous with the more popular phrase “[Win-Win](https://www.negotiations.com/definition/win-win/).” This phrase was originally taken from game theory.

Integrative Negotiations:

Integrative negotiations need a more developed type of [business negotiation](https://www.negotiations.com/articles/business-agreements/) skills. For this reason, we typically start our [negotiation skills training](https://www.negotiations.com/training/) with simple distributive bargaining role-plays. We then build up to more complex team-based integrative negotiation role-plays.

The word integrative means to join several parts into a whole. Integration implies cooperation, or a joining of forces, to achieve something together. It usually involves a higher degree of trust and a forming of a relationship. Both teams want to walk away feeling they’ve achieved something that has value. Ideally, this means each team achieving what they want.

1. Explain why one might be better than the other.

Principles negotiation is better :

Principled negotiation is one of the most useful approaches to resolving a conflict. If the parties can achieve a positive relationship, the objective becomes one of finding common interests that can help generate options for mutual gain. Interests are a key concern since they are the factors that underlie the decision

However since [integrative negotiation requires a win-win situation](https://www.brighthubpm.com/methods-strategies/114094-role-play-exercises-for-building-negotiation-skills/) in the end, giving up something and gaining nothing is a great disadvantage to this negotiation technique

1. Explain which one might be better utilized by a project team and the reasons why.

I would leverage Principled Negotiation for the following reasons:

**i)** Separating the people from the problem

**ii)** Focusing on the interests and not on the positions

**iii)** Inventing options for a mutual gain

**iv)** Insisting on objective criteria

1. Explain what issues one might have over the other.

Occasionally, principled negotiations fail to settle the dispute or prevent conflict, even when one of the parties has the highest intentions and outstanding negotiating skills. This happens due to the other side behaving inappropriately and there are many ways that they can do this, such as by means of deliberate deception tactics or psychological strategies and blackmailing.

In that case both parties have to give up something which comes back to integrative negotiations