



Framing Matters: Perspectives on Negotiation Research and Practice in Communication

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The framing metaphor is commonly used in negotiation and communication research to characterize how individuals place interpretive and linguistic boundaries around phenomena, objects, or events. This book develops this construct, exploring its potential to provide research insights, and illustrating new strategies for further development. Divided into three sections, the book first captures the breadth of the theoretical framing construct, then focuses on the many ways in which the construct has been researched and applied. The final section reflects on the construct's potential, and its value in understanding negotiation.

An inspiring group of contributors - all experts in framing theory and conflict/negotiation management - outline how the framing construct is viewed theoretically by research scholars, and in the field by conflict resolution practitioners.

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