

# Review of: "PSYCHOLOGICAL win-win-win"

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**Potential competing interests:** No potential competing interests to declare.

The article gives the psychological win-win-win approach a sound methodical, mathematical and behavioral foundation; it is a well documented and elaborated research, with respect to data and argumentation logic. Principally, it is not in support of standard behavioral economics and related models of human bargaining behavior. The gained insights are useful for studying collective bargaining, negotiation techniques and conflict settlement strategies. Historically and scientifically, it is based on the approaches of JvNeumann and JF Nash; it corresponds with the works of G. Gigerenzer, in terms of psychological decision-making.