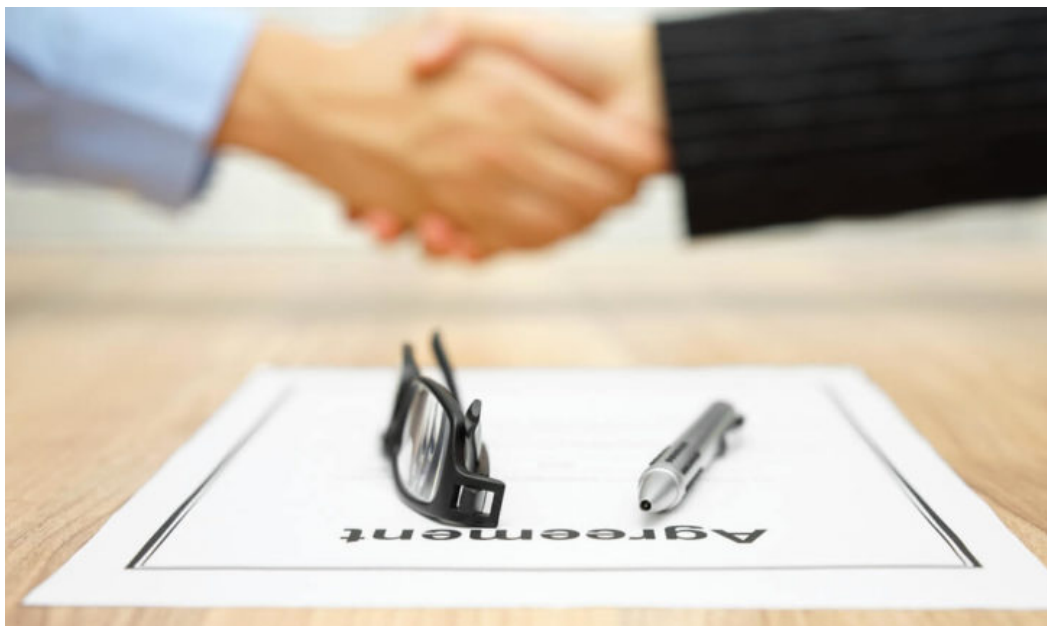


## Bargaining Power and Being Assertive



### A. Bargaining Power

Discussions of inequalities of bargaining power between the two parties of an exchange transaction have rarely attempted to explain the meaning of the term "bargaining power. Apparently it has often been assumed that everyone knows.

From personal experience in shopping or selling what it means to possess a distinct advantage or disadvantage. When definitions have been attempted, wide variation in usage has made it difficult to attach a precise meaning to the term; economic literature reveals a serious lack of agreement as to its definition and importance.

While any internally consistent definition cannot be regarded as incorrect, a wide diversity of usage encourages misunderstanding of the concept and weakens attempts to deal explicitly and systematically with it.

Critique of alternative definitions of bargaining power. Marshall attributes the inequality in bargaining strength between the employer and the worker to a wide variety of factors, including inadequate training, immobility, perishability, and lack of reserve fund. Thus, Marshall views bargaining power-defined only implicitly-as a general concept which includes all forces determining the wage rate.