

# 《3-d Negotiation(ISBN=9781591397991)》

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## 内容简介

Stuck in a "win-win versus win-lose" debate, most negotiation books focus on face-to-face tactics. Yet table tactics are only the "first dimension" of Lax and Sebenius's path breaking (t) approach, developed from their decades of doing deals and analyzing great dealmakers. deal makers their "second dimension"--deal design--systematically unlock economic and non-economic value by creatively structuring agreements. But what sets the 3-D approach apart is its "third dimension": setup. Before showing up at a bargaining session, 3-D Negotiators ensure that the right parties have been approached, in the right sequence, to address the right interests, under the right expectations, and facing the right consequences of walking away if there is no deal. This new arsenal of moves away from the table often exerts the greatest impact on the negotiated outcome. Packed with practical steps and cases, 3-D Negotiation demonstrates how superior setup moves plus insightful deal designs can enable you to reach remarkable agreements at the table, unattainable by standard tactics.

## 作者简介

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