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3-D Negotiation: Powerful Tools to Change the Game in Your Most Important Deals. by David A. Lax, James K. Sebenius. Released September 2006. Publisher (s): Harvard Business Review Press. ISBN: 9781591397991. Explore a preview version of 3-D Negotiation: Powerful Tools to Change the Game in Your Most Important Deals right now.

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3-D Negotiation: Powerful Tools to Change the Game in Your Most Important Deals (HBS Press; September 26, 2006) is negotiation experts David Lax and James Sebenius new book which takes negotiation to a whole new level: the third dimension.

3-D Negotiation

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3-D negotiation: powerful tools to change the game in your most important deals I by David A. Lax and James K. Sebenius. p.cm. ISBN 1-59139-799-5 (alk. paper) 1. Negotiation in business. I. Title: Three-D negotiation. II. Sebenius, James K., 1953-III. Title. HD58.6.L388 2006 658.4'052-dc22 2006007901

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3-D Negotiation: Powerful Tools to Change the Game in Your Most Important Deals by. David A. Lax, James K. Sebenius. 3.88 · Rating details · 3,616 ratings · 30 reviews When discussing being stuck in a "win-win vs. win-lose" debate, most negotiation books focus on face-to-face tactics. Yet, table tactics are only the "first dimension" of ...

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In a 3-D negotiation, you learn to ensure that the right parties are dealing with the right issues, in the right sequence, facing the right walkaway options – and at the right table, which you have set. The 3-D approach recognizes that great negotiators need to be armed with more than just negotiation tactics and negotiation skills. They also need to know how to set up the right negotiation.

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3-D Negotiation: Powerful Tools to Change the Game in Your Most Important Deals by David A. Lax and James K. Sebenius is not the book for Gordon Gekko types, practiced in the simple tactics of win-lose haggling. This book is the The Art of War for deal making.

3-D Negotiation: Powerful Tools to... book by David A. Lax

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JEFF KEHOE: I'm here with David Lax and Jim Sebenius, negotiation experts and authors of the new book, 3-D Negotiation: Powerful Tools to Change the Game in Your Most Important Deals. Thanks for ...

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[David A Lax; James K Sebenius] -- "In 3-D Negotiation: Powerful Tools to Change the Game in Your Most Important Deals, David Lax and James Sebenius urge

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bargainers to look beyond tactics at the table.

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In 3-D Negotiation, David Lax and James Sebenius urge bargainers to look beyond tactics at the table. Persuasive tactics are only the "first dimension" of the authors' path-breaking approach, developed from their decades of doing deals and analyzing great dealmakers.

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