Negotiate Without Fear: Strategies and Tools to Maximize Your Outcomes

Victoria Medvec

Hardcover 978-1-119-71909-0 August 2021 £22.00

DESCRIPTION

The tools you need to maximize success in any negotiation, at any level

With Negotiate Without Fear: Strategies and Tools to Maximize Your Outcomes, master negotiator, Kellogg professor, and accomplished CEO Victoria Medvec delivers an authoritative and practical resource for eliminating the fear that impedes success in negotiation. In this book, readers will discover unique and proprietary negotiation strategies honed over decades advising Fortune 500 clients on high-stakes, complex negotiations.

Negotiate Without Fear provides readers at all levels of negotiation skill the ability to increase their negotiating confidence and maximize their negotiation success. You'll learn how to:

• Put the right issues on the table by defining your objectives for the negotiation

• Analyze the issues being negotiated with an Issue Matrix to ensure you have the right issues to secure what you want

• Establish ambitious goals using a proprietary tool to identify the weaknesses in the other side's best outside alternative (BATNA)

• Leverage a unique architecture for creating and delivering Multiple Equivalent Simultaneous Offers (MESOs)
Negotiate Without Fear belongs on the bookshelves of executives and all the dealmakers who work for them. Additionally, specific advice is provided in every chapter for individuals who are negotiating for themselves and in the everyday world. This book is an invaluable guide for anyone who hopes to sharpen their negotiating skills and achieve success in any arena.

ABOUT THE AUTHOR

VICTORIA H. MEDVEC, PHD, is a leading global expert on negotiation strategy, corporate governance, and decision-making. She is CEO of Medvec & Associates, a boutique advisory firm with a client list that includes Google, GE, McKinsey, BlackRock, and Goldman Sachs. She is the Adeline Barry Davee Professor of Management and Organizations at the Kellogg School of Management at Northwestern University.

To purchase this product, please visit https://www.wiley.com/en-gb/9781119719113