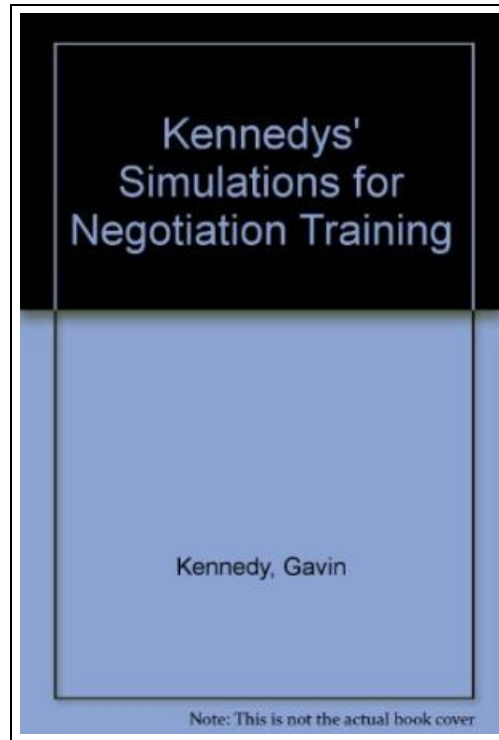


Kennedys Simulations for Negotiation Training



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Reviews

Undoubtedly, this is the greatest job by any author. It is actually filled with wisdom and knowledge I am quickly could get a pleasure of reading a written book.

(Kade Ankunding)

KENNEDYS SIMULATIONS FOR NEGOTIATION TRAINING



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Taylor Francis Ltd, United Kingdom, 2007. CD-ROM. Book Condition: New. 3rd Revised edition. 297 x 210 mm. Language: English . Brand New. Improving negotiation skills has become an important part of the development of any manager or supervisor. But writing negotiating simulations that are effective can be a hit or miss exercise for any busy trainer. This CD ROM provides you with a set of 24 detailed and proven simulations (and six negotiation cases) involving scenarios for purchasing, selling, industrial relations, disputed invoices, change management, problem solving and contract negotiation. The simulations are graded basic , intermediate or advanced and provide scenarios suitable for managers wishing to improve negotiation skills, whatever their level. Each of the simulations follows Gavin Kennedy s renowned 4-phase wants method of negotiating and includes detailed trainer s notes and full participant s briefs. In the first half of the manual, Professor Kennedy provides guidance on how to prepare for simulations, controlling the exercises, evaluating the outcome and using observers. There is also comprehensive guidance on the 4-phase wants method of negotiating. For this third edition, six completely new simulations are provided to match the changing circumstances of business negotiation, related to the widening readership among trainers in Europe, the Americas, Asia, and Africa. All the simulations have been field-tested by practising negotiation trainers and all are based on real-world experiences and business incidents. There is also a new section (Negotiation Case Studies) containing negotiation training materials for small sub-group discussions by participants, who apply the negotiation concepts introduced in the training sessions. This wide-ranging and proven collection of exercises should be extremely useful to anyone responsible for developing negotiation skills as well as to those training in sales, purchasing, people management and problem solving. The CD ROM edition enables users to access...



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