



# Strategic Negotiation

*Gavin Kennedy*

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## **Strategic Negotiation** Gavin Kennedy

A first-rate organizational business plan demands an understanding of the dynamics behind remuneration, joint ventures, partnerships, alliances, major contracts; in fact, all of the commercial imperatives that will define success or failure over a five-year (or longer) period. And realizing this plan will involve complex and often multi-level or multi-party negotiations. The scale and context of these negotiations requires a level of strategic awareness because the interests of the parties are more complex, the options more numerous, and the outcomes more critical than at a tactical level. Strategic Negotiation is written for senior executives who provide input to or assessment of their organization's medium or long-term planning process, and who are engaged in implementing any aspects of their organization's plans. Part One focuses on the foundations of strategic negotiation: the commercial imperatives - what the organization must do to restructure and resource its operations to achieve commercial success - and the negotiation strategies associated with each. It also explains the logistics of managing complex public and private sector negotiations. Part Two includes the tools for successful negotiation: bid strategies; techniques for analyzing your position before you start and reassessing it during the negotiation; and the negotiation agenda and how to design and compile it. If you are operating at a senior level where negotiations are, by their nature, high value, complex, multi-level and often multi-party, what better guide than Gavin Kennedy, a long-standing world expert on negotiation, and his book Strategic Negotiation?

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