



3-D Negotiation: Powerful Tools for Changing the Game in Your Most Important Deals (Your Coach in a Box)

By David Lax, James Sebenius

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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 pathbreaking 3-D Negotiation approach, developed from their decades of doing deals and analyzing great dealmakers. Moves in 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.

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Editorial Review

Review

"...a first-rate piece of work. I recommend it highly." -- *Peter G. Peterson, Senior Chairman and cofounder, The Blackstone Group*

"...the clear and innovative concept has contributed invaluable...to many agreements that are critical to Novartis." -- *Daniel Vasella, MD, Chairman and CEO, Novartis AG, Switzerland*

"3-D Negotiation is a brilliant and rigorous exposition of key bargaining strategy techniques from two masters of negotiation." -- *Paul F. Levy, President and CEO, Beth Israel Deaconess Medical Center*

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From the Back Cover

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—Peter G. Peterson, Senior Chairman and cofounder, The Blackstone Group, one of the world's largest private equity firms.

“I have worked directly with the authors on some of the most challenging negotiations of my career. Their 3-D approach was important in helping to deliver hundreds of millions of pounds of value for shareholders.”

—Philip Yea, CEO, 3i Group plc, a FTSE 100 venture capital and private equity company that has invested more than £26 billion in more than 14,000 businesses.

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“[The] 3-D approach is in use at many levels of the Estée Lauder Companies with excellent results. This down-to-earth book is packed with striking examples . . .”

—William Lauder, CEO, the Estée Lauder Companies

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“3-D Negotiation is simply the most sophisticated and practical guide to negotiation ever written. Its many fascinating case studies show you exactly how to apply its powerful method.”

—Mathias Doëpfner, CEO, Axel Springer, one of Europe’s top media companies

About the Author

David A. Lax is a principal of Lax Sebenius LLC, a negotiation strategy firm. James K. Sebenius is a principal of Lax Sebenius LLC, a negotiation strategy firm. Sebenius is also the Gordan Donaldson Professor of Business Administration and Director of the Negotiation Roundtable at Harvard Business School.

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