

Assignment #8

READ:

“Six Habits of Merely Effective Negotiators” by J. Sebenius, Harvard Business School Publishing Corporation.

PREPARE:

The Alphexo Corporation and Betonn Corporation have an opportunity to create a profitable IT-industry joint venture. Formation and terms of the deal are now on the table. Technical people from both firms conceptualized the “ α - β gate,” a specialized component marketable to telecom, network and internet architecture firms. Alphexo currently produced an α -gate and Betonn currently produces a β -gate.

You will play the role of the lead negotiator for either Alphexo or Betonn. Prior to negotiation you will receive confidential information that outlines acceptable terms for your side.

This negotiation takes place in class. You have 1 1/2 hours to negotiate the deal. Immediately on concluding the negotiation, submit your results on the web.

Questions to think about:

1. What are the similarities and differences between this negotiation and Nelson Contracting?

PRIOR TO CLASS: Respond *before class* to the Preparation Survey for your role as either Alphexo or as Betonn. *EACH team member* must respond to get credit for the survey.

Confidential information for WineMaster.com will be handed out in class. Three WineMaster partners comprise the WineMaster negotiating team. The HomeBase team is comprised of HomeBase executives.

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15.067 Competitive Decision-Making and Negotiation
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