

Competitive Decision Making and Negotiation

Purpose: Learn how to negotiate effectively so as to achieve your negotiation objectives.

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- *How do we do it?*
 - By practicing in a variety of settings
 - By feedback: Sharing our experiences
 - By analysis: Mathematical and Descriptive
 - By making your grade dependent on how well you negotiate!

“Trades would not take place unless it were advantageous to the parties concerned. Of course, it is better to strike as good a bargain as one’s bargaining position permits. The worst outcome is when, by overreaching greed, no bargain is struck, and a trade that could have been advantageous to both parties, does not come off at all.”

– *Benjamin Franklin*

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