



Negotiating Strategically

Andreas Nikolopoulos

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In our everyday lives, we are continually confronted with parallel conflicts that may at first seem unrelated. However, it is crucial to understand that all these negotiations are interconnected, and in fact how you deal with conflict and relationships in one area, will impact on the outcomes of your negotiations elsewhere.

When negotiating, we are reacting to and influencing the other parties' behaviour. To manage this we need certain resources at our disposal, such as understanding the relevant details of the deal and enough time to lead the negotiation to a successful outcome. Nonetheless, these power reserves are limited, since each party is often involved in parallel negotiations in various fields. This book demonstrates that each negotiation is influenced by all other negotiations a person is dealing with at any given time. How much time and energy you put into one negotiation will affect the resources you have at your disposal to deal with another situation, and you must react and be flexible with your approach accordingly.

In this book Nikolopoulos sets out a strategy that promotes the balanced distribution of our power reserves, so that we can more effectively negotiate in multiple situations at any one time. By understanding how our negotiating strategies are connected, we can use the experience gained and resources remaining from one successful negotiation, to positively impact the outcome of another.

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