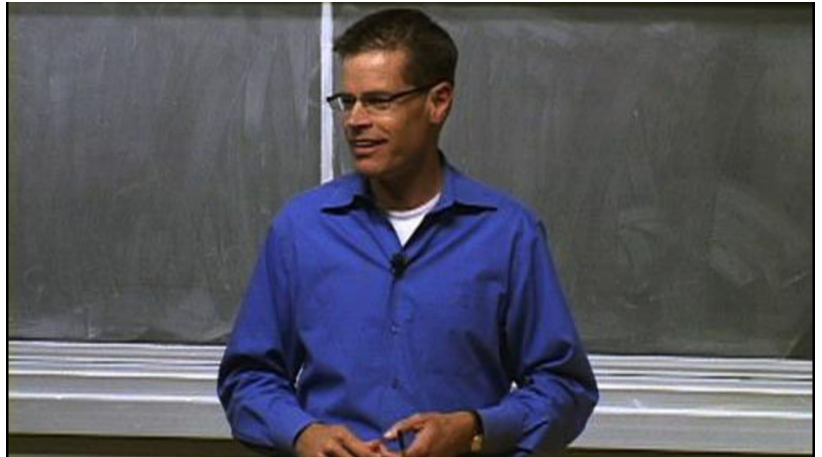


URL: <https://stvp.stanford.edu/blog/videos/the-art-of-negotiation-entire-talk>

Stan Christensen is a partner at Arbor Advisors, an investment banking firm where he negotiates on behalf of mid-market technology companies. In this lecture, Christensen builds a framework and illuminates a few of the classical mistakes in negotiation. He defines negotiation as an attempt to persuade or influence a situation. He emphasizes relationship management and problem solving as being fundamental to negotiation. He also alludes to the conceptual framework by illustrating examples from his vast global experience.



Transcript

English subtitles are not available for this media..