Preparation

STARTER

Read the following quotes.

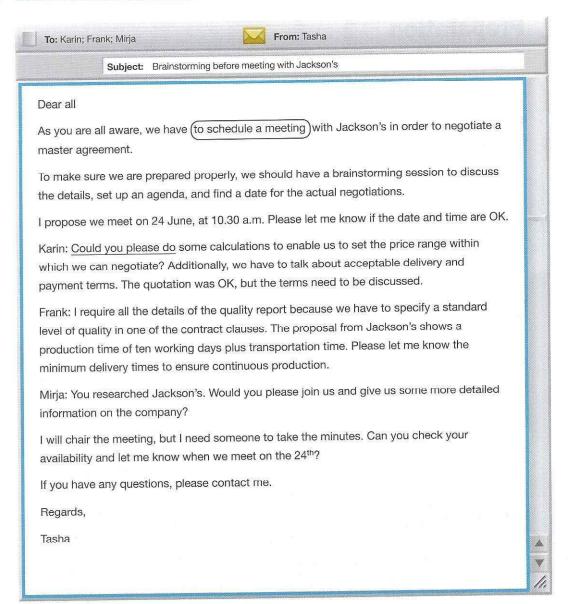
In business, you don't get what you deserve, you get what you negotiate. (Chester L. Karass) The fellow who says
he'll meet you halfway usually thinks
he's standing on the dividing line.
(Orlando A. Battista)

Let us never
negotiate out of fear.
But let us never fear to
negotiate.
(LE Kennedy)



- Do you agree with these quotes? Explain why. Give examples from your own experience.
- Which of the quotes best fits the unit title? Why?
- Why do we negotiate? Can you think of three reasons?

1 Read the internal email below.



Now answer the following questions.

- 1 When does Tasha want to meet her team?
- 2 Who should be at the brainstorming meeting?
- 3 Why are they meeting with Jackson's?
- 4 What should Frank bring to the meeting?
- 5 How long does it take to make the product?