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Value Negotiation holds enormous promise for those committed to finding a better way to interact and negotiate profitable agreements. Whilst some people may still find it a little bit academic in a few places, overall it shows what people need to do and how to overcome the obstacles one finds along the way.

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A successful negotiation requires a balance of creating and claiming value. Here are three ways to add value to a

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into a collaborative effort in which value can be created. From the start, parties share their interests with each other, and in reacting to those interests, we begin to understand, create value, and move forward toward an agreement. Understanding the interests of all involved is at the core of successful negotiations.

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In his new book, VALUE NEGOTIATION: How to Finally Get the Win-Win Right (Pearson), Falcao answers these and many other questions so that every negotiator can get the most possible value at the least possible risk in the widest range of situations.

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Professor Horacio Falcão, a Senior Affiliate Professor of Decision Sciences at INSEAD, warns companies should not start - nor necessarily end - on "price" when it comes to negotiations. Falcão has written on the concept of value for several years and his work includes the 2010 book *Value Negotiation: How to Finally Get the Win-Win Right*.

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