Assignment #9

READ:

You may wish to review some of the advice in Chapter 4 of Thompson. In particular, her discussion of the role of interests is relevant to this negotiation.

Think about how you might possibly employ Raiffa’s approach to two party negotiations as outlined in his Lectures on Negotiations.

PREPARE:

There is no General Information for this negotiation. You will receive confidential information describing your role as Terry Schiller, syndicated sales representative for HOLLYVILLE Inc. or as Kim Taylor, GM for WCHI, an independent TV station in Chicago. At issue is the sale of a syndicated top ten network hit, Working Women.

The Working Women negotiation will unfold in class. Negotiations will stop after 70 minutes. At the end of the negotiation hand in your score sheets.

Questions to think about:

1. How can you identify differences in importance weights that you and your negotiating counterpart assign to each issue?
2. How might you exploit these differences?
3. Are there “Bets” that you can make with your counterpart that benefit both of you? That is, can you exploit uncertainties about payoffs to arrive at a mutually advantageous resolution of one or more issues in this case?