Licensing, Negotiation, and Worst Practices
Setting the Scene

Episode III
REVENGE OF THE SITH

The Republic is crumbling. The attacks by the ruthless Emperor and his Sith Order, Count Dooku, and other heroes on both sides...

Failure to Plan and Prioritize
Failure to Research
Failure to Benchmark
Ambiguating Process
Redefining the Deal Midway
Not Negotiating At All
Negotiating the Deal
Forgetting Your BATNA
Overplaying Your Hand
Overinvesting Effort
Making Business Personal
Deception and Disingenuity
Bypassing the Relationship
Managing the Relationship
Going Behind My Back
Going Over My Head
Wasting Time
Responding Slowly
Lacking Empathy
Win-Win Negotiation
Collaborate, Collaborate
Bouncing Back from Bungles
Leveraging (Mis)Cues
Build Agility into Process
Pitch the Business Case
Find the Leverage
Do the Right Thing

ETHICS
Contingent and Contextual
UConn do it!
Conversation