

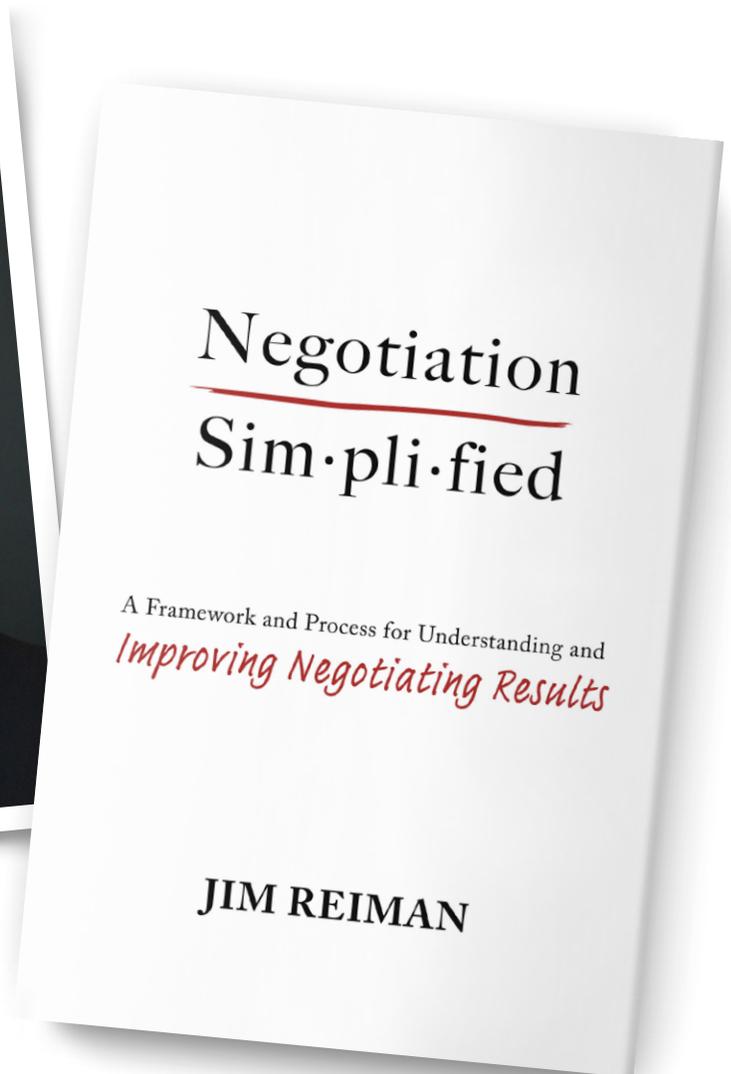
Negotiation

Sim·pli·fied



JIM REIMAN

*Business Executive, Commercial
Lawyer, and Negotiation
Educator and Consultant*



About *Negotiation Simplified*

Negotiations may be complex; negotiating is not! Creating options and choosing which to pursue (and how to pursue them) is what distinguishes the skilled and effective negotiator from the less successful one. This book provides both the tools and the analytical framework to identify and pursue one's options, achieve better results, and improve your negotiation skills.

Author Jim Reiman simplifies without being simplistic.

Written by a practitioner for the practitioner, *Negotiation Simplified* sets out a framework and a thought process that, if followed, will yield better results. Reiman provides short takeaways and tools to examine your own processes. And, because there is no one correct path to a successful negotiating result, Reiman also poses questions to identify options and to learn and critically analyze information so that the best path may be identified and pursued.

Whether deciding who will take out the garbage or overseeing a multibillion-dollar acquisition transaction, everyone negotiates. The stakes may differ, but all negotiations share four foundational elements: goal-setting, preparation, listening, and self-awareness. *Negotiation Simplified* demonstrates the use of these four skills through real-life negotiation anecdotes authored by eight world-renowned negotiators across many disciplines and industries. They share how their utilization of these skills resulted in better outcomes.

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The framework and process in action

Real-life negotiation stories by these luminaries:

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Chartered Institute of Arbitrators

Victor do Prado, Director of Council
and Trade Negotiations, World Trade
Organization

Amb. (ret.) David Huebner, former US
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Management, Northwestern University

Barbara Weston, Director of Global Trend &
Design at Bed Bath & Beyond

Valerie White, Executive Director,
Local Initiative Support Corporation
New York City

Who is **Jim Reiman**?

Jim Reiman is a business executive, public and private company board director, commercial lawyer, and educator. He practiced law in Chicago, Illinois, law firms for nineteen years before commencing a business career, during which he served as CEO and Chairman of public and private companies. He currently serves as an arbitrator and mediator of complex domestic and international business disputes; teaches negotiation to senior executives, government officials, and professionals at executive education programs around the world, including the Oxford Programme on Negotiation at the University of Oxford's Saïd Business School; and teaches and qualifies senior attorneys in international arbitration.

As CEO and then Chairman, Jim turned around a failing chain of cell phone stores based in Shanghai, China, grew the company from 30 stores to over 300, took the company public on the London Stock Exchange's AIM market in 2005, and grew the company from \$2.25 million in revenue to over \$250 million in 2012.

Jim is also the co-inventor of technologies that have been awarded nineteen domestic and international patents.

 @ReimanJim

 James (Jim) Reiman

NegotiationSimplifiedBook.com

Praise for *Negotiation Simplified*

“Negotiation Simplified does what its title states—it provides a clear, non-technical description of the thought processes and techniques successful negotiators use. It is a light and easy read, full of real-life anecdotes. It will make you more self-aware and help you improve your negotiation results.”

Prof. James B. Shein, Kellogg School of Management, Independent Director; Author of *Reversing the Slide: A Strategic Guide to Turnarounds and Corporate Renewal*

*“The wisdom of *Negotiation Simplified* rests in the practical lessons it distills from countless negotiations. Reiman sets forth in straightforward and simple terms these lessons so they can be adapted to the diversity of negotiating situations that arise in business and across all relationships.”*

Allen Waxman, President & CEO, International Institute for Conflict Prevention & Resolution (CPR); Past General Counsel, Pfizer, at Eisai Inc.

“While the focus is on business negotiations, Reiman provides a useful and accessible framework for understanding the type of negotiations we all have every day with family, friends, at work, and in life. Both a quick read and an informative one.”

Jon Lukomnik, Principal, Sinclair Capital LLC; Author of *Moving Beyond Modern Portfolio Theory: Investing That Matters*

Q&A with **Jim Reiman**

What inspired you to write *Negotiations Simplified*?

Since Roger Fisher's and William Ury's *Getting to Yes*, now nearly 40 years old, I haven't found a book on negotiation that truly resonated with me and that I found useful. While a chapter or section of several books are worthy, I've found the literature too academic or too simplistic. I wanted to write a book that struck a balance between the two, that the practitioner—those engaged in real negotiations—would find useful and thought-provoking.

How did you become a negotiator? What parts of your background led you to this?

As a business transactions lawyer and then a CEO, I've spent the majority of my professional life doing deals, restructuring deals, and unwinding bad deals. So, while I've called myself a lawyer, a business executive, and a mediator, I've been negotiating my entire professional life. Beyond that, we all negotiate...every day: with our spouses, our children, our friends, and professional colleagues. We're all negotiators.

What are the most important lessons to becoming a successful negotiator?

I identify four core skills that are essential to success as a negotiator: goal setting, listening, preparation, and being self-aware. Understanding and honing those skills are the keys to success. As for lessons, I highlight three:

- i) **Your goals must be laser-focused.** General or broad goals more often than not result in less than fully satisfactory results.
- ii) **Differentiate needs and wants.** Identify the “must-haves” from those matters that would be nice to have but are not essential (your “wants”). Then, prioritize the wants.
- iii) **Hear the speaker on the other side of the table.** Try to understand what they're saying and why. Stand in their shoes. Then, speak to what you heard. In other words, answer their concerns; not your own.

Why did you choose to include anecdotes from business leaders in your book? How did you pick these luminaries?

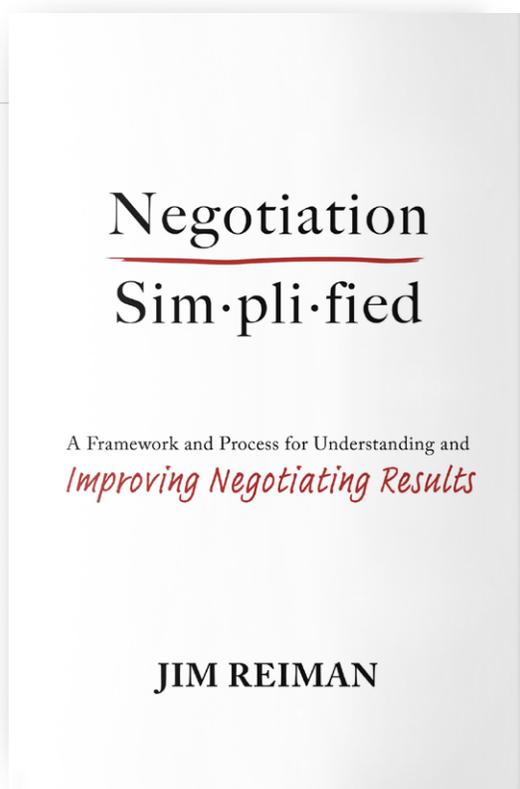
Good teaching almost always includes storytelling. Whether the story is to explain a complex concept or illustrate a point, stories engage the reader and animate the text. People remember stories; charts and lectures, not so much.

Each of the individuals that I asked to contribute a story brings a different perspective and set of experiences, and each relates a negotiation in a different context. I wanted diversity – not just in gender but culturally, geographically, and subject matter. I wanted to demonstrate that the framework and process in my text applies in almost all negotiation situations. Having each contributor find my book worthy and consistent with what they do proves the universal application of the framework and process.

Who should read this book? How is this book applicable for readers who don't have “negotiator” in their job description?

Who should read this book? Anyone who wants better results from their negotiations.

Negotiation Simplified is not a “how-to” book. Rather, it sets out an analytical framework and process to use that framework. Whether experienced or a novice, understanding the thought process of other negotiators and incorporating those elements that resonate with you will make you better at your craft, regardless of your current skill level.



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Jim Reiman is available for interviews, features, book events, speaking engagements, and appearances.

For press inquiries, please contact Sophia Wilhelm at sophia@mascotbooks.com.

For bulk purchase inquiries, please contact orders@mascotbooks.com.