



Negotiation

The parties aspire to agree on matters of mutual interest.

01

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02

**The agreement can be
beneficial for all or
some of the parties
involved.**

03

Negotiation can take a variety of forms in different contexts.

04

A state is presumed implacably hostile, and contra-indicators of this are ignored.

05

Anchoring is the process of establishing a reference point first to guide the other person closer to a suggested price.

06

Personal space: The person at the head of the table is the apparent symbol of power.

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