



RESPECT THE PAST  
EMBRACE THE FUTURE  
ALLA 2012

## **The golden rules of negotiation**

*Michael Klug, Clayton Utz*

Based on experience, Michael Klug has identified and extracted 130 key rules of negotiation. This interesting and entertaining presentation will reveal the most important rules and why no one can afford to ignore them. The agenda includes: preparing for negotiation; understanding your opponent – the other side; trust; starting points; managing the tensions in negotiation; negotiation atmosphere; characteristics of an effective negotiator; and creating value, not distributing value.

