



Stanford eCorner

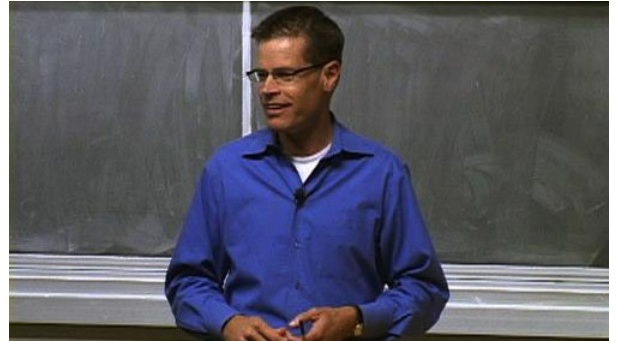
The Art of Negotiation [Entire Talk]

Stan Christensen, *Stanford Technology Ventures Program*;
Arbor Advisors

October 31, 2007

Video URL: <http://ecorner.stanford.edu/videos/2904/The-Art-of-Negotiation-Entire-Talk>

Stan Christensen is a partner at [Arbor Advisors](#), an investment banking firm where he negotiates on behalf of mid-market technology companies. In this lecture, Christensen builds a framework and illuminates a few of the classical mistakes in negotiation. He defines negotiation as an attempt to persuade or influence a situation. He emphasizes relationship management and problem solving as being fundamental to negotiation. He also alludes to the conceptual framework by illustrating examples from his vast global experience.



Transcript