



Negotiating During Hard Times

Presented by Eric C. Gould

A Negotiation Expert with More than Twenty Years Experience

The forum on 3/31 was sold out. However, Keizai will repeat a session on 4/7.

Register at www.keizai.org/events.

Looking for a way to sharpen your negotiation skills? Sign up for the Keizai Society's "Negotiating During Hard Times", presented by Eric C. Gould, a negotiation expert with more than twenty years experience. Based on his extensive research and modeling of great Silicon Valley negotiators, this seminar will teach you how to enhance your power and improve your outcomes. This is not a sit-back-and-listen seminar—you will learn through active exercises and in the context of relevant examples to:

- Work better deals more quickly and efficiently

- Get people to the table
- Avoid concessions and decrease your losses
- Exceed your aspired outcome values
- Employ methods of fairness
- Tame the most difficult negotiating beast
- Build long-term business relationships

This seminar—and its presentation style—is designed for people who live and breathe the Silicon Valley and Japan business world, and it will be best appreciated by those involved in:

- Licensing arrangements
- Patent agreements

- Distribution deals
- Venture capital funding and investments
- Purchase and sales agreements
- Business partnering relationships

Eric Gould will discuss questions such as:

1. Do tough, hard-ball negotiators make better deals?
2. Where is the line between looking out for yourself and being nice? Does being nice hurt your outcome? Might being nice hurt your counterpart's outcome?
3. How can you use negotiation to solve

continued on page 4

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DATE

March 31 (Sold out)
April 7, 2009 (Available)

LOCATION

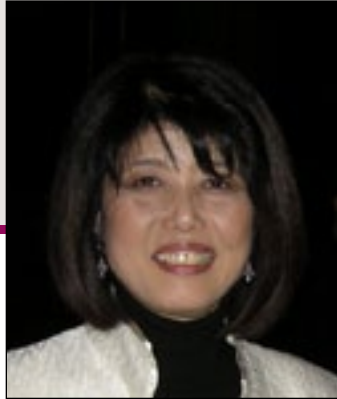
950 Page Mill Road, Palo Alto, CA
Bldg 950 (brick building) of the law
firm of Wilson, Sonsini, Goodrich
and Rosati PC

TIME

5:00 p.m. Reception
w/hors d'oeuvres
5:30 p.m.-8:30 pm Program

FEES

\$35.00 registration



We are very pleased to report to you that this year's Shinnenkai Reception on January 30 was attended by over 300 professionals, a record number in recent times. We had a lot of positive feedback on many aspects of this event, including the keynote speech by Prof. Okimoto, our Lifetime Achievement Award recipient this year. The keynote speech was much more serious in nature compared to the previous years', but we believe the attendees found it very informative and valuable.

The March 31, 2009 Keizai Society forum event, "Negotiating during Hard Times" was sold out in two days—also a record response in our recent memory. Due to this overwhelming feedback, we are offering a repeated session on Tuesday, April 7th. Again, it will be limited to 20 registrants, first come first serve. So, stay tuned for our announcement.

We are happy to be able to provide a forum series of this scale for the US-Japan business community to network in these trying economic times.

We will continue to focus on "Revitalization—Finding Real Economy" throughout our programs this year. We also plan to provide more opportunities for you to network during these trying times.

Most sincerely,

Mark Kato & Chimmy Shioya



Wilson Sonsini Goodrich & Rosati
PROFESSIONAL CORPORATION

*proudly supports the
Keizai Society*

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continued from page 1

- problems, and keep the negotiation from becoming a problem in its own right?
4. How come, in retrospect, deals often seem like they could have been a little better? Do you get most of what you want most of the time? How much value do you routinely leave on the table? How can you build deals to incorporate more value for everyone involved?
 5. Why do you choose to reveal some information and hide the rest? Is it important to demonstrate your power? What do you risk by revealing your true interests?
 6. What should you do when bad behavior pits people against each other? How can you drive the discussion back to the issues and curb childish games without taking an authoritarian stance that alienates your counterpart?
 7. How do you get buy-in? How come things go along so nicely until the terms have to be firmed up, put on paper?
 8. What changes when more than two people are involved in a deal? How can you minimize the complication of internal negotiations, within your own ranks and theirs?
 9. How do people's emotions really figure into business deals? How can the discussion be kept tied to the objective facts?
 10. What about difficult negotiators? How can you compete with the expert negotiator who has ten tricks in every pocket and is firing them into my blind-spot?



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About Eric Gould

Eric Gould has become Silicon Valley's top negotiation consultant through a unique understanding of technology and human interaction. He works with leading technology companies to enhance their professionals' and attorneys' communication and persuasion skills. His teaching cases are distributed by Harvard Law School's Program on Negotiation. His clients have included: Apple, Netscape, Palm, Wilson Sonsini Goodrich and Rosati PC, MacAfee, Brocade and Paypal.

Mr. Gould has also developed numerous technologies and products over the past 25 years, including the first LAN based email service and the first print spooler both of which were sold to Sun Microsystems. He was also responsible for the first commercial remote network access product then sold to Farrallon Computing, software development tools sold to Symantec, operating system utilities sold to Peter Norton, a virtual file server purchased by Novell, and an online software updating service sold to CNET.

Mr. Gould is currently involved in defining and identifying acquisition targets for technology companies and personally provides seed capital to the next generation of technology start-up firms.

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