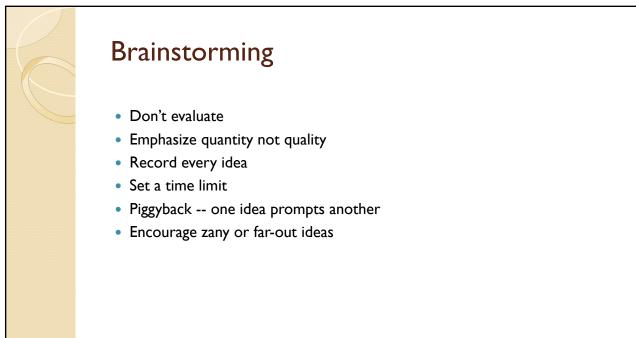




You represent a widget manufacturer/ supplier renegotiating a contract with a retailer who has sold your client's widgets in the past. What objective criteria might you use to set the price of widgets?







Other "Creativity" Techniques	
Visualization	
Atlas of Approaches	
Flipping or Reversal	
WWCD (What would Croeses* do?)	
See Brown, J. 2006. Creativity and problem-solving. In <i>The negotiator's fieldbook:The desk</i> reference for the experienced negotiator, edited by A. K. Schneider and C. Honeyman. Washington, DC:American Bar Association. Jennifer Brown.	
*Croeses: "Croesus (rhymes with Jesus) was the supremely rich king of Lydia (modern Turkey), reigning from 560 to 546 B.C. His wealth came from mining gold His lavish gifts and sacrifices made his name synonymous with wealth.	

