

EFFECTIVE NEGOTIATION

In Seven Simple Steps

By Charles P. Lickson and Bryane M. Lickson

Win-win negotiation has been proven to be far more effective in getting results without costly emotional and financial outcomes.

Charles and Bryane Lickson wrote *Negotiation Basics* several years ago. This book, *EFFECTIVE NEGOTIATION In Seven Simple Steps* is the updated and revised edition of their popular practical guide. It is perfect for those who want to become better negotiators; for those who want their negotiations to be more effective; and for those who want their negotiations to bring the results they need. “I win, you lose” is not designed to prevent conflict. It is rather, an invitation to enter into some type of deal – which is bound to result in conflict. Whenever someone “wins” a negotiation – trouble is bound to start. It is part of the *Ironing It Out* series because it always takes into consideration the ever-present danger of negotiation leading to conflict.

The Licksons have perfected the Seven Simple Steps in negotiation and conflict resolution which have worked for many people in many places around the world.

“This is just what I need in my work”

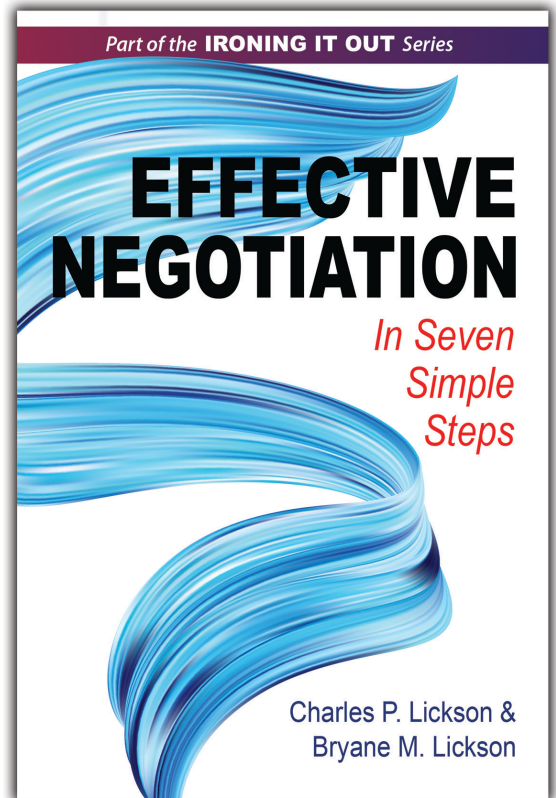
– **Advocaat (Lawyer) John Kopp**

John Kopp runs the Claims Center in Utrecht, Holland. He is committed to using alternative means in helping parties resolve issues as they arise between parties before they come to the Claims Center. In addition to his training and qualification as a lawyer in Holland, he has interned for an alternative dispute resolution firm in the United States and has qualified in mediation and facilitation.

AUTHORS: **Charles P. Lickson**, a former practicing attorney, turned mediator, facilitator and writer, has trained hundreds of federal, state and local people as well as private sector personnel in mediation skills. Prior editions of *IRONING IT OUT* have sold thousands of copies worldwide. He received his education at Johns Hopkins University (BA) and Georgetown Law School (JD). Lickson was a federal law clerk at the U.S. District Court for the District of Columbia. He has written eight other non-fiction books and countless articles which appeared in lay and legal periodicals. In 2019, he published his first fact-based fiction book: *A Warrior of Many Faces*. In July, 2020 he published an updated and revised edition of *IRONING IT OUT: Seven Simple Steps to Resolving Conflict*. Earlier editions of *IRONING IT OUT* have sold thousands of copies around the world.

Bryane M. Lickson, is a former corporate executive, teacher, artist, and author. She is a former Virginia Supreme Court Certified Mediator. She is also a senior neutral at the Conflict Management Consortium where she has co-mediated many cases with her husband Charles as well as handling negotiations and mediations on her own. Dr. Bryane Lickson received her undergraduate education at Lynchburg College and Marymount University. She did graduate work at Virginia Commonwealth University and holds a non-traditional Ph.D. in ethics. She is sole author of several books including the critically acclaimed *Dignified Departure* written after the death of her father. She used her maiden name for that book: Bryane K. Miller.

She and Dr. Charles Lickson have co-authored several books.



Available Soon

ISBN: 979-8-65743-134-6

7" x 10", 152 pages, \$14.95

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