

FOR IMMEDIATE RELEASE  
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## Negotiators in Mergers and Acquisitions Short-Change Themselves by Compromising Unnecessarily

David Wanetick, Managing Director of The Wall Street Transcript, said “We are delighted to host Jim Camp, author of Start With No and CEO of Coach2100, at our Mergers and Acquisitions Due Diligence Conference, where Mr. Camp will discuss negotiating strategies. We read Jim’s book and had the opportunity to interview him recently.”

The following are some of the points that form Mr. Camp’s Principle’s of Systematic Decision-Based Negotiation:

- The win-win mentality that is popular with amateur negotiators is just a ploy to get the other side to compromise unnecessarily.
- Don't fall into the trap of allowing the other side make you feel important because you have access to impressive people at important companies. The threat of losing this access often scares people into making poor decisions out of fear that they will lose such coveted access.
- It is extremely important to frame the scenario that will likely prevail if your deal is accepted. You must be able to convince your adversary that your vision of the future makes your proposal worth accepting.
- Be aware that negotiations never end. If your value proposition is not truly adding value to your counterparty, they will often try to abrogate it. Indeed, some companies intentionally enter into to contracts for the express purpose of breaking them.

A preview to Jim Camp’s comments and a review of his book “Start With No” are available at [www.verticalpulse.com](http://www.verticalpulse.com). Mr. Camp will address The Wall Street Transcript’s Mergers and Acquisitions Due Diligence Conference which will take place in New York City on October 25-26.

### **About this Conference:**

This conference is being chaired by IncreMental Advantage.

Issues to be discussed include: Acquisitions of Venture-Backed Companies; Best Practices for Conducting Due Diligence; Intellectual Property Concerns; Antitrust

Considerations; Evaluating Deals; Real Estate Due Diligence; The Role of the Board of Directors; Best Practices for Integration; Disclosure Considerations; Best Practices for Financial Due Diligence; Negotiation Best Practices; Conducting Due Diligence into Acquiring Companies; Immigration Issues for Key Employees; Integrating Your Salesforce; Avoiding the Synergy Trap; Insurance Considerations; Answers to Your Investment Banking Questions; Closing Accounting Considerations

Further information about this conference can be obtained from <http://www.twst.com/conferences> or by contacting Naomi Barazani at [Naomi@twst.com](mailto:Naomi@twst.com) or 212-952-7400 ext. 126.