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## "Winning Through Negotiation" Workshop Offered by USD

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# NEWS RELEASE

# UNIVERSITY OF SAN DIEGO



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FOR IMMEDIATE RELEASE

## "WINNING THROUGH NEGOTIATION" WORKSHOP

OFFERED BY USD

The University of San Diego's School of Business Administration is offering a one-day workshop, "Winning Through Negotiation," Friday, April 24, from 8:30 a.m. to 4:30 p.m. at the Little America Westgate Hotel in downtown San Diego.

The workshop, designed for persons involved in management, law, marketing, real estate, finance, government, or the armed services, will be conducted by Dr. Israel Unterman, internationally known management consultant.

Pre-registration is requested, and a fee of \$95 will be charged. For details, call 293-4585.

Participants will learn techniques of negotiation, as differentiated from collective bargaining. Instructional methods will include lecture, group activities, role playing simulation, team exercises, and discussion.

Dr. Unterman, who stresses a collaborative, "win-win" approach to negotiations, is the author of numerous books and over 250 articles. He was a businessman for 25 years as president of a multimillion dollar holding company involved in finance, sales and the servicing of more than 6000 clients.

The workshop is cosponsored by USD's Office of Continuing Education.

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