

# KELD JENSENS LATEST BOOK - AVAILABLE WORLDWIDE IN 2017



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The master of negotiations is back with another powerful book on the topic separating winners from losers.

In “Honest Negotiation” Keld Jensen investigates the deep and often unnoticed psychology taking place in deal-making and negotiations. His invaluable insight will not only make you see negotiations in a completely different light – they’ll help you close deals in powerful ways few would ever thought possible.

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**Martin Lindstrom**

**New York Times best-selling author of Small Data and Buyology**

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Keld is one of the best and motivating negotiation masters that I have ever met. Keld has developed a powerful concept called “NegoEconomics”. In my opinion, it should be mandatory to all negotiators, both on supplier and customer side to learn about the benefits of this concept.

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**Jesper Antoni Nicolaisen**  
**Head of Group Supply Chain and**  
**International Procurement EWII**

NegoEconomics is a game-changer! By introducing a radical new way of generating two winners in a negotiation, Mr. Keld Jensen has given us a new and mature platform for serious value generation - a must read for all professional negotiators.

**Jeppe Hedaa**  
**CEO, 7N A/S**  
**Agent for High-End IT Professionals**

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This brilliant book is full of practical, exceedingly useful and interesting ideas and tools for negotiation either for the beginner or the seasoned professional and will guide anyone to a better negotiation competency.

This is a treasure trove of practical wisdom that takes the reader along the path to successfully cultivating the art / science of negotiations and offers immediately actionable steps for improvement in your real world commercial negotiations. Keld distils the essentials of negotiations into a read - worthy, must read on negotiations.

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**Joseph F Martinez**  
**Chief Procurement & Financial Services Officer for MUFG Mitsubishi UFJ Financial Group**



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“Mr. Jensen represents an important and unique voice in the field of negotiation. I have been consistently impressed with the depth and breadth of his writing, which presents complex negotiation concepts in user-friendly, operational ways that draw on his vast negotiation consulting experience. His novel approach combines expert academic knowledge with practical approaches and has generated a unique concept in SMARTnership and the financial model of NegoEconomics.”

“Mr. Jensen is a prolific writer and educator on negotiation, communication, ethics, and trust. His output of high-quality books and articles is indeed remarkable.”

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### Director

**Daniel L. Shapiro, Ph.D.**

Harvard International Negotiation Program, Harvard Law School  
Associate Professor of Psychology, Harvard Medical School

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Keld Jensen is creating a game changer through the concept of NegoEconomics and SMARTnerships – a true and proven approach creating real success at the negotiation table.

A must read for anyone in management, procurement or sales.

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### Jaunius Pusvaskis

Director General

BMI Baltic Management Institute

I can say without any doubt that Mr. Jensen's knowledge and experience places him as one of the leaders in the field of negotiations.

### Faculty Member

**Kate Titasek**

The University of Tennessee

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Successful relationships are those where both parties feel they are beneficiaries. While this may be obvious, in business it is not the norm. This thought-provoking book sets out methods to generate value through cooperation - a critical step if you want to compete in today's uncertain world...

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### Tim Cummin

Founder & President

International Association for Contract and Commercial Management (IACCM)