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Ethics in Negotiations: Making an Offer They Cannot Refuse without Becoming Don Corleone

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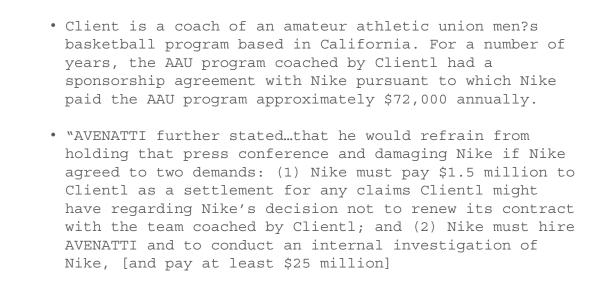
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- "AVENATTI made clear that his demand was not simply to be retained by Nike but to be paid at least \$10 million dollars or more by Nike in return for not holding a press conference."
- "And I'll go and I'll go take ten billion dollars off your client's market cap. But I'm not fucking around."

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