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By Keld Jensen

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The Smart Negotiator by Dr. Keld Jensen explores the integration of AI and human insight in negotiation, emphasizing collaboration, trust, and mutual benefit. It presents innovative concepts like SMARTnerships, Tru$tCurrency, and NegoEconomics to enhance value creation and ethical decision-making in AI-driven negotiations.

About the Author

Keld Jensen

Keld Jensen is a globally recognized negotiation expert, author of 27 books, and professor at leading universities.

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