**Video Title:** Ethics and Negotiation by Giuseppe Conti

**Video URL:** <https://www.youtube.com/watch?v=F1oYCbFrEcY>

**Run Time:** 4:02

**Source:** Conti Advanced Business Learning/YouTube

**Close Caption Available:** Yes

Ethics in negotiation is the entire subject of Chapter 7 of the textbook, with perhaps the section on page 99 relating to lying in negotiation being the most directly tied to this video. In the video, Giuseppe Conti of Conti Advanced Business Learning (CABL) explores the difficult balance between ethics and effective negotiation. He views ethics as agreed principles on what is right or wrong. Conti focuses on the need to strike a balance between being ethical and effective. What is right versus what is wrong may change depending on the context, or situation, the personality of the individual, and the culture of the speaker.

Conti asked a wide variety of people what they would do if a store cashier gave them back too much change. Whether the excess change would be returned depended on the situation. In a small store, most people would give back the money, whereas in a large supermarket there was more hesitation to return the money. For some negotiators, the fact of hiding information or displaying fake emotion, such as anger or disappointment) is typical behavior. They think such faking is part of the negotiation game.

Conti’s key premise is that you should use the facts and truth to your advantage rather than lying to strike the balance between ethics and effectiveness in negotiation. If during a job interview, a person was asked if he or she had any other offers, the person might say, “I am talking to a lot of other firms now.” This could even mean that you have contacted these firms, even if they have not responded back. Another example of when stretching the truth might be necessary is when you have no other alternative to what you are attempting to gain from a specific negotiation situation. Being fully ethical might backfire in this situation of not having an alternative, such as no other offer on the house you are attempting to sell.

*Questions for Thought and Discussion*

1. How do Conti’s ideas fit the Deception Consequences Model on p. 102 of the textbook?

2. How does BATNA fit into Conti’s suggestions?

3. Nicole, an investment analyst, is job hunting, and an interviewing manager offers her a position for $175,000. So far Nicole has had no other job offers. The manager then says, “How does this offer stack up with others you have received? What do you recommend Nicole say to maintain a strong negotiating position yet still not lie?

4. How ethical does Giuseppe Conti appear to you?

5. What do you think of Conti’s attire as suitable for business negotiation?