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## Press Releases

# The Negotiation Institute, A Global Leader in Customized Negotiation Skills Training Launches New Website, [www.negotiation.com](http://www.negotiation.com)

PR Newswire

NEW YORK, Feb. 29, 2012

NEW YORK, Feb. 29, 2012 /PRNewswire/ -- The Negotiation Institute, a global leader in customized negotiation training and negotiation strategies and tactics, is pleased to announce the launch of its new website, <http://www.negotiation.com>. Created by its in-house team led by Chief Marketing Officer Liz Friedland, the re-designed site embodies the Institute's progressive vision and commitment to excellence and the growing needs of its clientele. The site includes:

Specialized and industry-specific negotiation program including banking, healthcare, insurance, manufacturing, pharmaceutical, procurement, regulatory, sales, and more.

Innovative international business negotiation seminars for emerging overseas markets

## About

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Innovative international business negotiation seminars for emerging overseas markets. Advanced technology including blended learning, webinars, eLearning and social media. New research and negotiation resources including news, blogs, and other publications.

The site greets visitors with a crisp and contemporary design and features content focusing on the Institute's mission to empower clients to successfully build relationships by developing their negotiation skills. "Visitors to the website will quickly glean the guiding principles of the Negotiation Institute," said George Nierenberg, "and will discover that our training seminars are carefully customized to suit their particular goals and needs. These customized seminars, led by highly skilled trainers, have long had a direct impact on our clients' success."

"It was time to re-design our brand and create a website that reflects the entirety of who we are as a company – our global presence, our cutting-edge techniques, as well as the diversity of our client base," said Jack Simony, Chairman of The Negotiation Institute's Board. "The new <http://www.negotiation.com> is user-friendly, reflects a diversity of staff and client feedback, and provides increased capacity for future growth. It will greatly improve The Negotiation Institute's ability to help organizations gain a competitive edge and respond to an increasingly dynamic business environment. This site offers more than a new look, it echoes our commitment to remain a global leader in negotiation strategies and tactics."

For more information on The Negotiation Institute's popular seminar offerings and enhanced content, visit <http://www.negotiation.com>.

About The Negotiation Institute: The Negotiation Institute, founded in 1966, is headquartered in New York City. The Institute is a global leader in negotiation training seminars for a diverse array of entities, having trained more than 1,250,000 professionals worldwide. Founded by negotiation icon Gerard Nierenberg, the Institute is now lead by its president, George Nierenberg. For more information visit <http://www.negotiation.com> or email [info@negotiation.com](mailto:info@negotiation.com).

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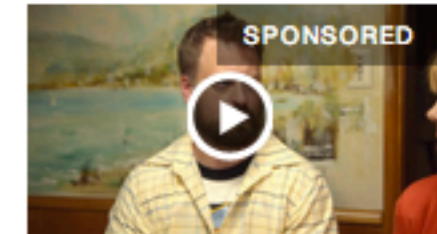
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