

## **ROLE OF “ Dr. JONES”**

You are Dr. Joanna W. Jones, a biological research scientist employed by a pharmaceutical firm. You have recently developed a synthetic chemical useful for curing and preventing Rudosen. Rudosen is a disease contracted by pregnant women. If not caught in the first four weeks of pregnancy, the disease causes serious brain, eye, and ear damage to the unborn child. Recently there has been an outbreak of Rudosen in your state and several thousand women have contracted the disease. You have found, with your volunteer patients, that your recently developed synthetic serum cures Rudosen in its early stages. Unfortunately, the serum is made from the juice of the Ugli orange, which is a very rare fruit. Only a small quantity (approximately 4,000) of these oranges were produced last season. No additional Ugli oranges will be available until next season, which will be too late to cure the present Rudosen victims.

You’ve demonstrated that your synthetic serum is in no way harmful to pregnant women. Consequently, there are no side effects. The Food and Drug Administration has approved of the production and distribution of the serum as a cure for Rudosen. Unfortunately, the present outbreak was unexpected and your firm had not planned on having the compound serum available for six months. Your firm holds the patent on the synthetic serum and it is expected to be a highly profitable product when it is generally available to the public.

You have recently been informed, on good evidence, that Ms R.H. Cardoza, a South American fruit exporter, is in possession of 3,000 Ugli oranges in good condition. If you could obtain the juice of 3,000, you would be able to both cure present victims and provide sufficient inoculation for the remaining pregnant women in the state. No other state currently has Rudosen threat.

You have also recently been informed that Dr. P.W. Roland is also urgently seeking Ugli oranges and is also aware of Ms Cardoza’s possession of the 3,000 available. Dr. Roland is employed by a competing pharmaceutical firm. He has been working in biological warfare research for the past several years. There is a great deal of industrial espionage in the pharmaceutical industry. Over the past several years, Dr. Roland’s firm and yours have sued each other for infringement of patent rights and espionage law violations several times.

You’ve been authorised by your firm to approach Ms Cardoza to purchase the 3,000 Ugli oranges. You have been told she will sell them to the highest bidder. Your firm has authorised you to bid as high as \$250,000 to obtain the juice the 3,000 available oranges.

Meanwhile you have just received a phone call from Dr. Roland. He is requesting you to get together to informally discuss the fact that both of you are interested in Ugli oranges.

## **ROLE OF “ DR. ROLAND”**

You are Dr. P.W. Roland. You work as a research biologist for a pharmaceutical firm. The firm is under contract with the government to do research on methods to combat enemy uses of biological warfare.

Recently several World War II experimental nerve gas bombs were moved from U.S. to a small island just off the U.S. coast in the Pacific. In the process of transporting them, two of the bombs developed a leak. The leak is presently being controlled by government scientists; who believe that the gas will permeate the bomb chambers within two weeks. They know of no method of preventing the gas from getting into the atmosphere and spreading to islands, and very likely to the West Coast as well. If this occurs, it is likely that several thousand people will incur serious brain damage or die.

You've developed a synthetic vapour, which will neutralize the nerve gas if it is injected into the bomb chamber before the gas leaks out. The vapour is made with a chemical taken from the rind of the Ugli orange, a very rare fruit. Unfortunately only 4,000 were produced this season.

You've been informed, on good evidence that Ms R.H. Cardoza, a fruit exporter in South America, is in possession of 3,000 Ugli oranges. The chemicals from the rinds of this number of oranges would be sufficient to neutralize the gas if the serum is developed and injected efficiently. You have also been informed that the rinds of these oranges are in good condition.

You have also been informed that Dr. J.W. Jones is also urgently seeking to purchase of Ugli oranges and she is aware of Ms Cardoza's possession of the 3,000 available. Dr. Jones works for a firm with which your firm is highly competitive. There is a great deal of industrial espionage in the pharmaceutical industry. Over the years, your firm and Dr. Jones have sued each other for violations of industrial espionage laws and infringement of patent rights several times. Litigation on two suits is still in process.

The federal government has asked your firm for assistance. You've been authorized by your firm to approach Ms Cardoza to purchase the 3,000 Ugli oranges. You have been told she will sell them to the highest bidder. Your firm has authorized you to bid as high as \$250,000 to obtain the rind of oranges.

Before approaching Ms Cardoza, you have decided to negotiate with Dr Jones so that you can be assured of getting the oranges.

## **ROLE OF “OBSERVER”**

You will be observing a bargaining between Dr. Roland and Dr. Jones, both of whom are research scientists for competing pharmaceutical companies. Both are urgently in need of securing 3,000 Ugli oranges possessed by Ms Cardoza, South American fruit exporter. In an attempt to resolve the conflict, the scientists are meeting at the request of Dr. Roland who hopes to persuade his counterpart to let him have the oranges. In reality, however, their needs are not in direct conflict, since Dr. Roland needs the rind of the oranges and Dr Jones needs the juice.

As the observer you should remain as unobtrusive as possible. Simply listen to the conversation, but **DO NOT TRY TO INTERVENE OR INFLUENCE IT IN ANY WAY**. At the end of the exercise you will be asked to comment on the bargaining session you observed. Below are some suggestions for what to notice about Dr Jones’ and Dr Roland’s interaction.

How did the bargaining begin? What tone was set by the early remarks?

Did the participants readily exchange information or were they more guarded?

When (if ever) did disclosure about their specific needs (e.g. rind or juice of orange) occur? What prompted this disclosure? Note approximately how long this discovery took and how it occurred.

What factors operated to prevent such disclosure? To enhance it?

### During the negotiations:

I will come around and ask you to indicate to me “yes” if the negotiators have made the rind/juice discovery and “no” if they have not. This will help me to facilitate the debriefing of the exercise.