

Summary Strategic Negotiation Brian Dietmeyer And Rob Kaplan A Breakthrough 4step Process For Effective Business Negotiation

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Summary Strategic Negotiation Brian Dietmeyer

This complete summary of the ideas from Brian Dietmeyer and Rob Kaplan's book "Strategic Negotiation" shows that negotiating effectively isn't really an art. It is a science or process that can and should be systemised as deals are becoming more and more complex. In their book, the authors provide a formal four-step process for strategic negotiation which will take the guesswork out of negotiating and enable you to blueprint each transaction.

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The must-read summary of Brian Dietmeyer and Rob Kaplan's book: "Strategic Negotiation: A Breakthrough 4-Step Process for Effective Business Negotiation". This complete summary of the ideas from Brian Dietmeyer and Rob Kaplan's book "Strategic Negotiation" shows that negotiating...

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BRIAN DIETMEYER and ROB KAPLAN BRIAN DIETMEYER is a senior partner and managing director of Think Inc!, a consulting firm which specializes in developing negotiation solutions. He has more than 20 years experience in sales and sales management and lectures to business professionals worldwide on negotiation, marketing and business-to-business research.

Strategic Negotiation - summaries

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Strategic Negotiation by Brian J. Dietmeyer

In Strategic Negotiation, Dietmeyer and Kaplan use a research-based approach to negotiation that assists sales professionals in reaching their own business goals, while ensuring that their customers meet budget and professional objectives as well-going beyond win-win to achieve true, measurable business value for all parties at the negotiating table. The authors use their own strategic, four-step negotiation process to teach sales professionals how to attain quantifiable value in their dealings:

Strategic Negotiation - What Study

Brian Dietmeyer was VP National Sales for Marriott International prior to founding Think! Inc. in 1996 with Dr. Max Bazerman of Harvard Business School. Brian is the author of three business books: Strategic Negotiation , B2B Street Fighting and Negotiation Blueprinting for Buyers .

Brian Dietmeyer - Think Inc

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"Strategic Negotiation: A Breakthrough Four-Step Process for Effective Business Negotiation" is a first-rate book that presents the negotiation process methodically, step-by-step, which helps the reader to follow and understand the process.

Strategic Negotiation: Dietmeyer, Brian, Bazerman, Max ...

Brian J. Dietmeyer is the author of Strategic Negotiation (3.67 avg rating, 18 ratings, 1 review, published 2004), B2B Street Fighting (3.88 avg rating, ...

Brian J. Dietmeyer (Author of Strategic Negotiation)

Brian Dietmeyer, author of Strategic Negotiation, routinely writes, lectures, consults and conducts workshops on negotiation. Dietmeyer teaches you how to adopt a street fighter's stance in a business-to-business (B2B) sales negotiation, counterpunching effectively when the buyer pounds away at you on price.

B2B Street Fighting Free Summary by Brian J. Dietmeyer

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SUMMARY: STRATEGIC NEGOTIATION EBOOK | PUBLISHING ...

This work offers a summary of the book "STRATEGIC NEGOTIATION: A Breakthrough 4-Step Process for Effective Business Negotiation" by Brian Dietmeyer and Rob Kaplan. Brian Dietmeyer is a senior partner and managing director of Think! Inc., a consulting firm which specializes in developing negotiation solutions.

Strategic negotiation : a breakthrough 4-step process for ...

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