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The Negotiation Book Your Definitive

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The Negotiation Book: Your Definitive Guide To Successful ...

The Negotiation Book: Your Definitive Guide to Successful Negotiating by Steve Gates A comprehensive yet slightly dry book about negotiation. For simple negotiations such as when purchasing things it is possible to comprehensively break the transaction down into variables such as quantity purchased, delivery time and quality.

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Nothing will put you in a stronger position to build capacity, build negotiation strategies and facilitate negotiations through to successful conclusions. The Negotiation Book: Explains the importance of planning, dynamics and strategies Will help you understand the psychology, tactics and behaviours of negotiation Teaches you how to conduct successful win-win negotiations Gives you the competitive advantage

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Plus, I felt that the book was easy to understand, more so than I was anticipating. I always thought Levers, Guns and Sanctions - Tough (But Fair) Conflict Management Tactics to Bring Reluctant Parties to the Negotiation Table (Conflicts and Negotiations series) was the book on negotiating, but it turns out this book is just as effective.

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Negotiating is one of the most important skills in business. No other skill offers a better chance of optimizing personal success and that of an organization. The Negotiation Book is aimed at professionals who have to negotiate deals in their company and want to develop their skills in this area. Every negotiation should result in an increased advantage and this book shows readers how to achieve this whilst also ensuring the other party also comes away feeling good about the deal.

Wiley: The Negotiation Book: Your Definitive Guide to ...

The Negotiation Book. : Steve Gates. John Wiley & Sons, Apr 8, 2011 - Business & Economics - 320 pages. 0 Reviews. Negotiation is one of the most important skills in business. Fact. No other skill...

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The Negotiation Book: Your Definitive Guide to Successful Negotiating (Paperback) Steve Gates Published by John Wiley and Sons Ltd, United States (2015)

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