



Negotiate Your Way to Success (Paperback)

By Steve Cohen

McGraw-Hill Education - Europe, United States, 2007. Paperback. Condition: New. New.. Language: English . Brand New Book. CREATE CONSENSUS AROUND YOUR IDEAS - AND ADVANCE YOUR CAREER! The business world turns on the art of the deal. And with Negotiate Your Way to Success, you ll master 24 powerful strategies designed to help you conduct negotiations of any type. This easy-to-read guide delivers step-by-step instruction on identifying and working with each negotiator s hot button issues, to ensure the process and the result satisfy all parties. You ll advance your own position and accomplish organizational goals in an atmosphere of productivity - not confrontation. Plus, you ll learn how to: Negotiate any type of business deal Understand and appeal to each party s hot button issues Negotiate effectively in cross-cultural situations Understand the games people play during negotiation Deal with emotions Employ essential active listening techniques Discover when to walk away from a negotiation.



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