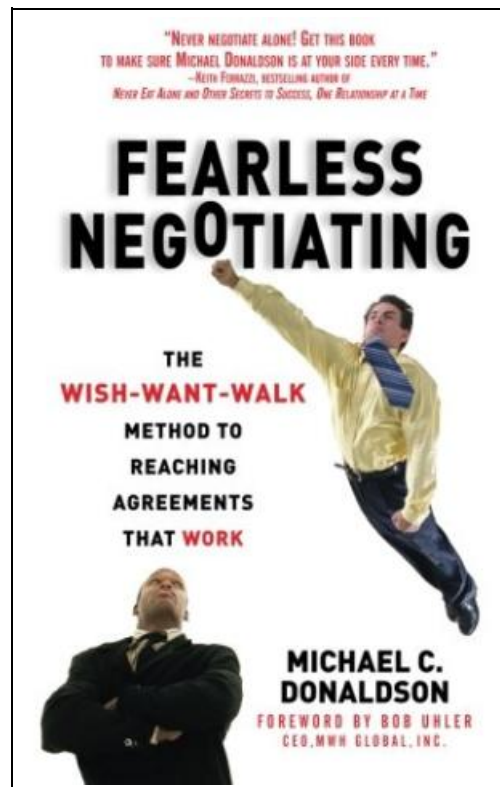


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FEARLESS NEGOTIATING (PAPERBACK)



McGraw-Hill Education - Europe, United States, 2015. Paperback. Condition: New. Reprint. Language: English . Brand New Book. Never fear another negotiation! Powerhouse entertainment lawyer and negotiating guru Michael Donaldson has distilled a lifetime of negotiating success into a simple, straightforward plan to get you what you want, when you want it-without the angst. If you've ever been uncertain before a negotiation, felt beaten up after, or thought you could have and should have negotiated better, Fearless Negotiating shows you, step by step, how to erase your fears and preconceptions and tap into the master negotiator that lives within you. This short and compelling guide is an essential companion to achieving more rewarding, meaningful, and mutually satisfying business and personal relationships and outcomes. Donaldson introduces his remarkably effective Wish-Want-Walk Method, which has been successfully presented in seminars around the world: WISH-set a goal for the negotiation WANT-know where the market is most likely to push the results WALK-draw the line that you will not cross Wish, Want, Walk will be your guide, telling you when to start the bidding, when to quit while you're ahead, and when to cut your losses. Establishing these three points beforehand will make you more comfortable at the negotiating table, reduce your stress, and even help you predict the likely outcome. Donaldson also shows you how to make the most of your time between creating your Wish-Want-Walk plan and when you go into the negotiating session. He helps you get in touch with your inner, natural-born negotiator, making it easier to make opening offers, bargain with confidence, and seal the deal you want.



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