

The Negotiation Book Your Definitive Guide To Successful Negotiating

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The Negotiation Book: Your Definitive Guide To Successful Negotiating by Gates, Steve 1st edition (2011) Hardcover Unknown Binding – January 1, 1601 4.1 out of 5 stars 13 ratings See all 8 formats and editions

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The Negotiation Book: Your Definitive Guide to Successful Negotiating. By Steve Gates. Revised and updated, the second edition of The Negotiation Book will teach you about one of the most important skills in business. Every time you negotiate, you are looking for an increased advantage.

Top 8 Must-Read Negotiation Books for Real Estate Agents

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.

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The Negotiation Book: Your Definitive Guide to Successful Negotiating. Paperback – 30 October 2015. by Steve Gates (Author) 4.5 out of 5 stars 43 ratings. See all 2 formats and editions.

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Now revised and updated, the second edition of The Negotiation Book will teach you about one of the most important skills in business. We all have to negotiate at some point; whether in the office or at home and good negotiation skills can have a profound effect on our lives – both financially and personally.

The Negotiation Book (2nd ed.) by Gates, Steve (ebook)

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

Winner! - CMI Management Book of the Year 2017 – Practical Manager category Master the art of negotiation and gain the competitive advantage Now revised and updated, the second edition of The Negotiation Book will teach you about one of the most important skills in business. We all have to negotiate at some point; whether in the office or at home and good negotiation skills can have a profound effect on our lives – both financially and personally. No other skill will give you a better chance of optimizing your success and your organization's success. Every time you negotiate, you are looking for an increased advantage. This book delivers it, whilst ensuring the other party also comes away feeling good about the deal. 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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本书揭示了商业谈判中的形势转换和策略应用,并深入心理层面,对战术和行为进行分析,让谈判者在任何谈判中都能争取到预期达成的价值.

Describes a method of negotiation that isolates problems, focuses on interests, creates new options, and uses objective criteria to help two parties reach an agreement

Presents a comprehensive guide to the essential skills, strategies, techniques, and creative mindset of successful negotiation, drawing on the latest behavioral research and real-life case studies to explain how to prepare for and execute negotiations, from identifying opportunities to overcoming resistance and defusing hardball tactics. Reprint. 30,000 first printing.

Learn to be a better negotiator--and achieve the outcomes you want. If you read nothing else on how to negotiate successfully, read these 10 articles. We've combed through hundreds of Harvard Business Review articles and selected the most important ones to help you avoid common mistakes, find hidden opportunities, and win the best deals possible. This book will inspire you to: Control the negotiation before you enter the room Persuade others to do what you want--for their own reasons Manage emotions on both sides of the table Understand the rules of negotiating across cultures Set the stage for a healthy relationship long after the ink has dried Identify what you can live with and when to walk away This collection of articles includes: "Six Habits of Merely Effective Negotiators" by James K. Sebenius; "Control the Negotiation Before It Begins" by Deepak Malhotra; "Emotion and the Art of Negotiation" by Alison Wood Brooks; "Breakthrough Bargaining" by Deborah M. Kolb and Judith Williams; "15 Rules for Negotiating a Job Offer" by Deepak Malhotra; "Getting to Si, Ja, Oui, Hai, and Da" by Erin Meyer; "Negotiating Without a Net: A Conversation with the NYPD's Dominick J. Misino" by Diane L. Coutu; "Deal Making 2.0: A Guide to Complex Negotiations" by David A. Lax and James K. Sebenius; "How to Make the Other Side Play Fair" by Max H. Bazerman and Daniel Kahneman; "Getting Past Yes: Negotiating as if Implementation Mattered" by Danny Ertel; "When to Walk Away from a Deal" by Geoffrey Cullinan, Jean-Marc Le Roux, and Rolf-Magnus Weddigen.

We do not get what we deserve... we get what we negotiate!If you are looking to improve your negotiation skills this book is for you. Negotiation skills strongly condition the professional and personal life of any individual. Those skills are the more accurate predictor of a person's future success. People with better negotiation skills routinely overcome others with superior intellects, more knowledge and experience, and even more grit. Many people held the erroneous belief that negotiation skills are of interest for only a few individuals who meet in select venues to make deals that do not concern most of us. Nothing could be farther from the truth: the boss negotiates with the worker, the husband negotiates with the wife, the pupil negotiates with the teacher, the seller negotiates with the buyer, and the son negotiates with his mother. People who think that they do not engage in negotiations actually do it on a daily basis, and they win and lose on each one of those interactions. Unfortunately, very few people had the benefit of receiving negotiation training. This book removes that handicap: it reveals the secrets, tactics and strategies used by professional international negotiation sharks. Here you will find everything you need to obtain better outcomes on your personal and professional negotiations. An easy read, this is a book you will refer to frequently. Topics include:- The three crucial elements of any negotiation.- Sources of power in a negotiation.- Negotiation styles.- Opening negotiation tactics. - Middle-of-the-game negotiation tactics- Closing negotiation tactics.- How to deal with aggressive confrontations.- How to negotiate on the phone.- What you must do after the negotiation ends.This is a must-have book for all the people who negotiate, and who does not?The author has over 30 years of sales and negotiation experience. A sought-after international sales consultant, the single most important thing that sets him at the top of his profession is his ability to produce measurable results for his clients.Do yourself a favor and buy this book now!What readers say:"An easy-to-read book that is a very powerful tool." - Daniel S."We negotiate on a daily basis and with the tactics presented here you will learn how to negotiate better." - Paulo Miranda"A satisfying read that gives extremely relevant information." - Fernando Botto"Very practical, teaching how to negotiate in a way that can be used daily." - M. Mendes"I liked it, good reading, extremely useful and very valuable as a reference work." - Adriano C.

Negotiating is something that we all do, whether at work or at home. But what if we come across someone who just won ' t give in? How can we defend ourselves against manipulation? And how do we say ' no ' without compromising a deal? Legend has it that the Kremlin school of negotiation was born in Russia in the 1920s, under the rule of Joseph Stalin, and it still has its followers and advocates to this day. Using the official Kremlin method and years of business experience, Igor Ryzov guides us through the most effective techniques in negotiating terms that satisfy both parties. From knowing how to get the most information about a potential deal, to how to read your counterpart, and advice on defusing tension, this comprehensive handbook ensures a mutually acceptable resolution that leaves you walking away successful. With practical examples, and exercises to hone your negotiating skills, The Kremlin School of Negotiation will offer the tools you need to master any deal.

Rose Gottemoeller, the US chief negotiator of the New START treaty-and the first woman to lead a major nuclear arms negotiation-delivers in this book an invaluable insider's account of the negotiations between the US and Russian delegations in Geneva in 2009 and 2010. It also examines the crucially important discussions about the treaty between President Barack Obama and President Dmitry Medvedev, and it describes the tough negotiations Gottemoeller and her team went through to gain the support of the Senate for the treaty. And importantly, at a time when the US Congress stands deeply divided, it tells the story of how, in a previous time of partisan division, Republicans and Democrats came together to ratify a treaty to safeguard the future of all Americans. Rose Gottemoeller is uniquely qualified to write this book, bringing to the task not only many years of high-level experience in creating and enacting US policy on arms control and compliance but also a profound understanding of the broader politico-military context from her time as NATO Deputy Secretary General. Thanks to her years working with Russians, including as Director of the Carnegie Moscow Center, she provides rare insights into the actions of the Russian delegation-and the dynamics between Medvedev and then-Prime Minister Vladimir Putin. Her encyclopedic recall of the events and astute ability to analyze objectively, while laying out her own thoughts and feelings at the time, make this both an invaluable document of record-and a fascinating story. In conveying the sense of excitement and satisfaction in delivering an innovative arms control instrument for the American people and by laying out the lessons Gottemoeller and her colleagues learned, this book will serve as an inspiration for the next generation of negotiators, as a road map for them as they learn and practice their trade, and as a blueprint to inform the shaping and ratification of future treaties. This book is in the Rapid Communications in Conflict and Security (RCCS) Series (General Editor: Dr. Geoffrey R.H. Burn) and has received much praise,

including: “ As advances in technology usher in a new age of weaponry, future negotiators would benefit from reading Rose Gottemoeller ’ s memoir of the process leading to the most significant arms control agreement of recent decades. ” —Henry Kissinger, former U.S. Secretary of State “ Rose Gottemoeller ’ s book on the New START negotiations is the definitive book on this treaty or indeed, any of the nuclear treaties with the Soviet Union or Russia. These treaties played a key role in keeping the hostility between the United States and the Soviet Union from breaking out into a civilization-ending war. But her story of the New START negotiation is no dry academic treatise. She tells with wit and charm the human story of the negotiators, as well as the critical issues involved. Rose ’ s book is an important and well-told story about the last nuclear treaty negotiated between the US and Russia. ” —William J. Perry, former U.S. Secretary of Defense “ This book is important, but not just because it tells you about a very significant past, but also because it helps you understand the future. ” — George Shultz, former U.S. Secretary of State

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