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The Negotiation Book: Your Definitive Guide to Successful Negotiating

Steve Gates

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The Negotiation Book: Your Definitive Guide to Successful Negotiating

Steve Gates

The Negotiation Book: Your Definitive Guide to Successful Negotiating Steve Gates
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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