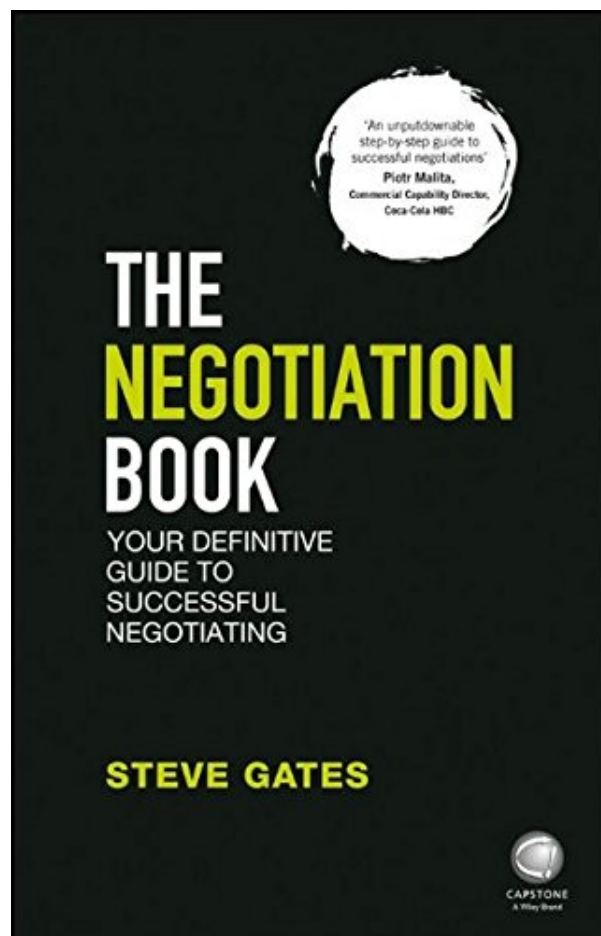
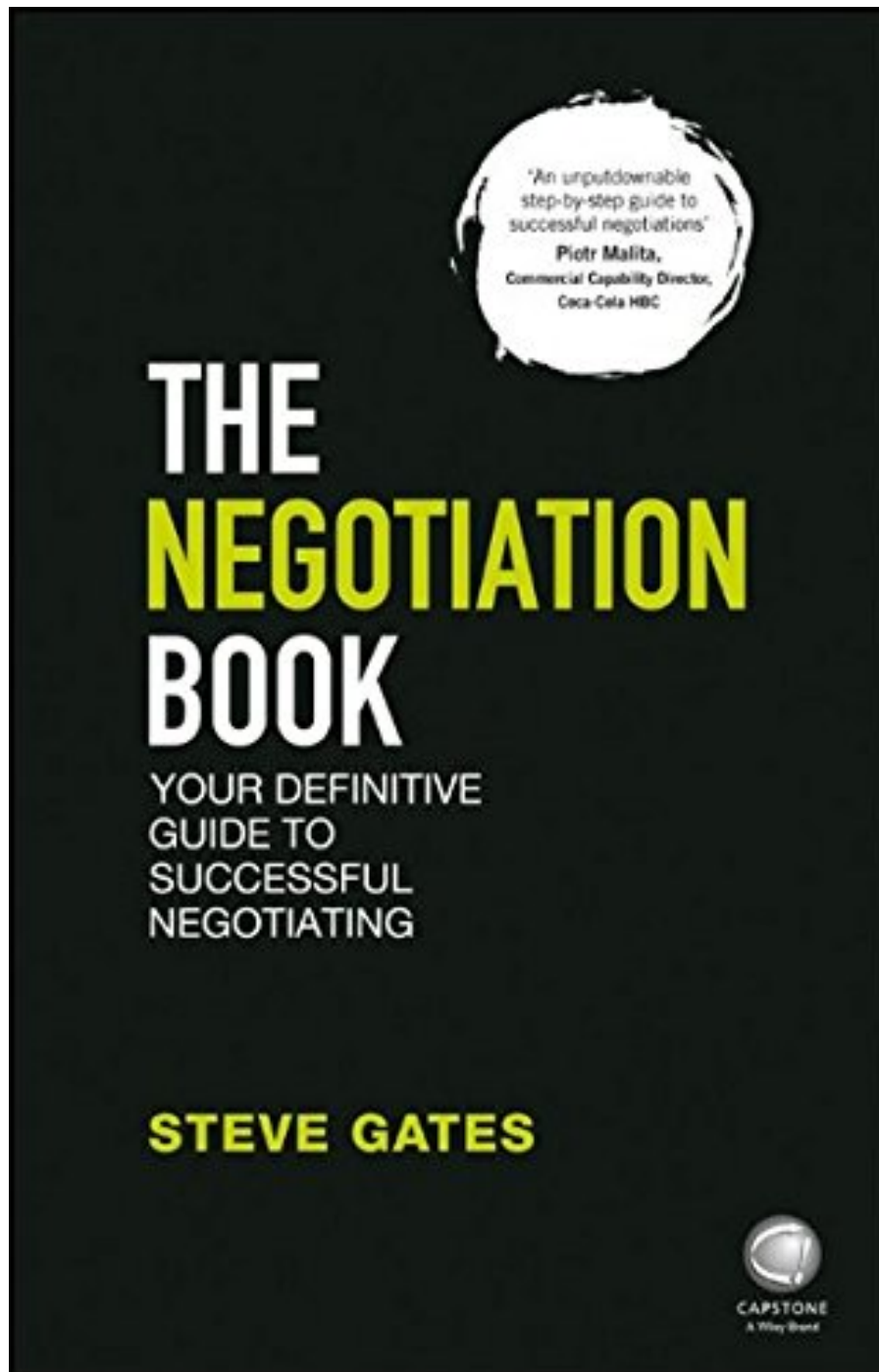


THE NEGOTIATION BOOK: YOUR DEFINITIVE GUIDE TO SUCCESSFUL NEGOTIATING BY STEVE GATES



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Review

“After reading this book you should feel empowered to build negotiation strategies and see negotiations through to their successful conclusion” (Moneywise, November 2015)

“Everyone can pick up this book as it will prove useful in both professional and personal situations – after all, we will all have to wrangle terms at some point.” (Entrepreneur Middle East, January 2016)

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From the Back Cover

NEGOTIATION IS ONE OF THE MOST IMPORTANT SKILLS IN BUSINESS. FACT.

We all have to negotiate at some point; whether in the office or at home. Successful negotiating can lead to great results that can in turn have a profound effect on our lives – financially, personally and professionally. No other skill will give you a better chance of optimizing opportunities in life.

GAIN THE COMPETITIVE ADVANTAGE.

Steve Gates, founder and CEO of The Gap Partnership, the world's leading negotiation consultants, helps you to understand the dynamics and strategies of commercial negotiation, and tap into the psychology, tactics and behaviors that will give you the advantage in any negotiation situation.

You will learn how to:

- Take control of your negotiations through assertiveness and self-assurance
- Adapt your approach and behavior to suit different types of negotiation

- Realize more value from every agreement you make
- Create more opportunities through planning and preparing for your negotiations
- Understand the short term tactics that others may try to use to manipulate you

With exclusive free access to an online negotiation profiler, this book will help you to develop the self-awareness you need to successfully build negotiation strategies and facilitate negotiations to get the results you want.

'Invaluable in helping you prepare and execute your negotiation strategy'
—Martin Porter, Sales Managing Director, Heinekenrom

Fully revised and updated second edition

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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. 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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