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Nota di contenuto	1: WHAT IS PRE-NEGOTIATION?; 2: HOW DOES PRE-NEGOTIATION WORK IN PRACTICE?; Buying a New Vehicle; Purchasing Property; Other Uses of Pre-negotiation; 3: HOW DOES PRE-NEGOTIATION DIFFER FROM TRADITIONAL NEGOTIATIONS?; 4: THE BENEFITS OF PRE-NEGOTIATION; 5: A WORD OF CAUTION; 6: GO AHEAD; ABOUT THE AUTHOR
Sommario/riassunto	Pre-negotiation is a heightened, or (arguably) more aggressive, form of research that may be carried out by either party to a negotiation, in advance of that negotiation. Its success is largely based on the negotiator turning the traditional buyer / seller relationship on its head. By using the pre-negotiation strategy, you give the other party to the negotiation the opportunity to work together with you to achieve a deal - and everybody wins!