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Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Introduction -- How You Learn to Successfully Negotiate -- Prepare for the Negotiation in Advance -- Gain Self-Motivation Through the Right Attitude -- Create Confidence and a Positive Basis for Discussion by the Proper Greeting -- Find Out the Objectives of Your Negotiating Partner -- Always Negotiate With a Sense of the Benefits for Your Negotiating Partner -- How to Respond to Objections and What to Do When It Gets Tough -- Special Aspects of Price Negotiations -- To Come to a Good Conclusion -- After the Negotiation Is Before the Negotiation -- Final Word.
Sommario/riassunto	Every day we negotiate, whether in private or professional life. Discover the secrets of successful negotiation and learn successful negotiation techniques from a book packed with expert tips and practical examples! Discern what motivations lie behind the actions of your negotiating partners and learn how to prepare yourself optimally, keep a cool head in difficult situations and successfully implement the

lessons of negotiation psychology! This modern counselor provides insights into economic, psychological and social aspects of negotiations in an innovative and easy -to-read manner. He turns gray theory into colorful reading. Dr. Sandra Maria Gronewald, journalist and presenter for ZDF In this compact and easy to understand book you will find many beneficial observations and educational experiences. Prof. Dr. Dr. h.c. Bert Rürup , former Chairman of the German Council of Economic Experts This book is an indispensable guide for anyone who wants to make communication more successful. Prof. Dr. Burkhard Schwenker, Chairman of the Executive Committee of the consulting firm Roland Berger Strategy Consultants This book contains case studies for effective practice that explain what is most important in negotiations. Stefan Dräger, Chairman of Dräger Verwaltungs AG In this compact and easy-to-read book, the author illustrates how negotiations can be made more successful. Carsten Cramer, Director of Marketing and Authorized Signatory of Borussia Dortmund GmbH & Co. KGaA A valuable and important book for everyone who needs to communicate easily and to negotiate successfully. Dr. Dietmar Otti, Managing Director of Marketing at Axel Springer Media Impact.
