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Sommario/riassunto	In this invaluable new Briefing one of the City's most successful deal-makers distils 40 years' experience as both principal and advisor. ""Losing a deal by adopting the wrong tactics is unforgivable"" he says, but it happens all too often. Now you can transform your success rate as advisor or principal by reading Barrie Pearson's trade secrets and taking on board its hard truths and avoidable mistakes. The Briefing is laced with proven tactical advice to ensure that your deals are completed.

