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Nota di contenuto	Cover -- Contents -- Introduction -- Part One - Background to negotiation -- 1. Fundamentals of negotiation -- 2. Who is this person? -- 3. What's this all about? -- Part Two - Preparation for negotiation -- 4. Knowing what you want -- 5. Establishing what the other side wants -- 6. Information and opportunities -- 7. Establishing a measurable way of judging the outcome -- 8. Knowing and believing your Walk-Away Option -- Part Three - Doing the deal -- 9. Playing games and handling gamesmanship -- 10. Handling personalities and working as a team -- 11. Strategies, tactics and handling foul play -- PART FOUR Summarizing the process -- 12. Tork and Grunt pass it on -- Acknowledgements -- About the author.