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| 1. Record Nr. | UNINA9911006691503321 |
| Autore | Lee Michael Soon |
| Titolo | Black belt negotiating : become a master negotiator using powerful lessons from the martial arts / / Michael Soon Lee ; with Grant Tabuchi |
| Pubbl/distr/stampa | New York, : American Management Association, c2007 |
| ISBN | 9786611128098 9781621983675 1621983676 9781281128096 1281128090 9780814400753 0814400752 |
| Edizione | [1st edition] |
| Descrizione fisica | vi, 241 p |
| Altri autori (Persone) | TabuchiGrant |
| Disciplina | 658.4/052 |
| Soggetti | Negotiation in business Industrial management |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | Bibliographic Level Mode of Issuance: Monograph |
| Nota di bibliografia | Includes bibliographical references. |
| Nota di contenuto | Intro -- CONTENTS -- THANKS -- INTRODUCTION Martial Arts and the Tao of Negotiating -- PART I White Belt -- 1 Modern Lessons from an Ancient Tradition -- 2 Overcoming Fear of the Blow -- 3 Playing to Win -- PART II Yellow Belt -- 4 Learning the Rules of Power -- 5 Spying on Your Opponent -- 6 Identifying Vital Striking Points -- PART III Green Belt -- 7 Developing the Fighting Stance -- 8 Opening Tactics -- 9 Reading Your Opponent -- PART IV Blue Belt -- 10 Countering Your Opponent's Moves -- 11 Finding Middle Ground -- 12 Distance Yourself from the Battle -- PART V Red Belt -- 13 Making Time Your Ally -- 14 Developing Advanced Fighting Skills -- 15 Breaking Impasses -- PART VI Brown Belt -- 16 Turning the Battle in Your Favor -- 17 Dealing with Dirty Fighters -- PART VII Black Belt -- 18 Ending the Contest with Respect -- 19 The Road to Continuous Improvement -- APPENDIX -- REFERENCES -- INDEX. |
| Sommario/riassunto | The best martial artists know what they want when they enter the arena, they know how to get it, and they're not afraid to go after it. The |

same could be said of great negotiators. This book uses the principles of martial arts to guide readers step-by-step, from basic techniques through advanced strategies, all the way to achieving their "black belt" in negotiating. Packed with quizzes, scripts, checklists, and even a Negotiating Rating Sheet for continual self-assessment, the book trains readers in martial arts–based negotiation fundamentals, including: *

- * Don't Fear the Blow -- Black belts aren't afraid of being hit or they would never step onto the mat. Get over your fear of bargaining, and the fight is already won.
- * Identify Vital Striking Points -- Weaken others' positions by identifying what's most important to them...and bring down even the biggest opponent.
- * Read Your Opponent -- Counter an opponent's moves by honing in on what technique they're using -- and hit them with the perfect response.

Grounded in authentic martial arts tactics, this book turns novice bargainers into black belt negotiators who can get whatever they want out of any situation.
