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Nota di contenuto	Cover; Title; Copyright; Contents; Warning: before you buy this book ...; Definitions for virgins; Introduction; 1 Aspiration and attitude; 2 Question: what is plan B? Answer: not plan A; 3 Hagggle haggle ... barter barter ... sell sell ... "negotiate"; 4 Deconstructing the "No"; 5 Dealing with "Johnny Foreigner"; 6 I don't know why I did that!? (ploys and "tricks"); 7 Unconscious incompetence and conscious competence; 8 Putting it all together; About the author
Sommario/riassunto	Following on from the success of his first two books, ""Presentation Skills for Quivering Wrecks"" and ""Cold Calling for Chickens,"" Bob Etherington provides another quick-read instructional book, this time packed with anecdotes and advic