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Nota di contenuto	Cover -- Half Title Page -- Title Page -- Copyright Page -- Contents -- About the author -- Foreword -- part 1 Introduction -- 1 Negotiation fundamentals -- 2 The strong win-win principles -- part 2 Prepare! -- 3 Your win -- 4 Their win -- 5 Multi-party negotiations -- 6 Preparing yourself -- 7 Develop your Plan B -- part 3 Negotiation psychology --

8 Rapport -- 9 Credibility -- 10 Rapport vs credibility -- 11 Increasing your power -- 12 Turn them into a win-win fanatic -- 13 Channel their self-interest -- 14 Dealing with difficult people -- part 4 Solving the problem -- 15 Problem-solving -- 16 Communication -- 17 Deadlock -- 18 Concessions -- 19 Dealing with dirty tricks -- part 5 Trust -- 20 Seek to trust -- 21 How to tell if you can trust them -- 22 Increase their trustworthiness -- 23 What to do if you really cannot trust them at all -- Afterword -- Further reading -- Index.

Sommario/riassunto

PLAY ON YOUR TERMS Negotiation is THE core business skill. It is fundamental to everything we do that involves other people, whether that's asking for a raise, pitching an idea or deciding who gets the coffee. The Leader's Guide to Negotiation is a highly practical guide to getting the most out of your business interactions, whilst building stronger relationships to boot. From achieving win-win outcomes to problem-solving and building trust, it equips you with failsafe strategies for conducting successful and positive negotiations. 'An entertaining, immediately useful book that goes beyond advocating for win-win - Simon Horton shows us how to get there.' Adam Grant, Wharton Professor and New York Times bestselling author of *Give and Take* 'Reading this book has made me think about how I negotiate and I have learned a lot... If you want to benefit your relationships while improving your business, then this is worth studying.' Simon Woodroffe, founder of Yo!
