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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!.
