



The Negotiation Book: Your Definitive Guide To Successful Negotiating

By Steve Gates



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Negotiation is one of the most important skills in business. Fact.

No other skill will give you a better chance of optimising your success and your organisation's success.

Every time you negotiate, you are looking for an increased advantage. This book delivers it. From planning, dynamics and strategies, to psychology, tactics and behaviours, nothing will put you in a stronger position to build capability, build negotiation strategies and facilitate negotiations through to successful conclusions. Chapters include:

- The Clock Face of Negotiation
- Can You Really Negotiate?
- Limitations
- The Architect
- The 'e' Factor
- Empowerment
- Creativity
- Partnerships

The Negotiation Book is your competitive advantage. That's something everyone can agree on.



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Editorial Review

Review

'... a good guide to negotiating skills...Gates does a sound job of explaining the processes and tricks of effective negotiating. ' (Director, March 2011). '...right from the start I was hooked...clear explanations and uncomplicated writing style...does what it sets out to achieve.' (Edge, May 2011).

From the Inside Flap

There are Books on Negotiation and Then There's **The Negotiation Book**

How is this one different?

It provides the truth: and it provides answers. And for once, it's about you. Your deals, your planning, your behaviour, your relationships, your thinking, and your profit.

This book starts – and ends – with you – whilst spending quite a lot of time in the heads of the people you'll deal with too. It's called 'getting insider the other person's head' – and it will give you and your team an amazing competitive advantage as you work towards becoming the complete skilled negotiator.

From the Back Cover

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