

The street-smart negotiator: how to outfox, outmaneuver, and outlast your opponents

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20441862&lokasi=lokal>

Abstrak

To win at the game of business, you've got to be street-smart. The StreetSmart Negotiator distills the collective wisdom of the world's top negotiators, giving you the tips, tactics, and techniques you need to triumph over even the most ruthless competitors in any situation. You'll learn how to: plan an agenda, analyze the other party, avoid falling for typical persuasion tactics, counter negative moves, package proposals that generate movement, effectively exchange concessions, close the toughest of deals. Featuring a proven seven-step model of real-world negotiation strategies.