



# The Negotiation Book: Your Definitive Guide To Successful Negotiating

By Steve Gates

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**The Negotiation Book: Your Definitive Guide To Successful Negotiating** By Steve Gates

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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### Users Review

#### From reader reviews:

#### Norman Williams:

The ability that you get from The Negotiation Book: Your Definitive Guide To Successful Negotiating could be the more deep you looking the information that hide within the words the more you get enthusiastic about reading it. It does not mean that this book is hard to know but The Negotiation Book: Your Definitive Guide To Successful Negotiating giving you buzz feeling of reading. The article writer conveys their point in particular way that can be understood by simply anyone who read it because the author of this book is well-known enough. That book also makes your vocabulary increase well. Making it easy to understand then can go along with you, both in printed or e-book style are available. We advise you for having that The Negotiation Book: Your Definitive Guide To Successful Negotiating instantly.

**Mike Hendrix:**

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**Gertrude Knudsen:**

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**Loren Hatmaker:**

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