



## Negotiation Skills in A Week : Brilliant Negotiating in Seven Simple Steps

By Fleming Peter

Paperback. Book Condition: New. Not Signed; Description: Effective negotiation skills just got easier There was a time, not that long ago, when negotiation was seen, in the main, as the province of industrial relations folk and car-sales advisers. But, no longer! Repeated financial crises have squeezed profit margins and, in some markets, discouraged buyers from making marginal purchases or continuing habitual expenditure. Managers have found themselves in the frontline of the expectation to achieve better value for money, and the starting point for this is to shop around and explore the offers made by new suppliers, and/or to negotiate better deals with existing suppliers. Even if your job doesn't involve negotiation, then you might still be an active negotiator when replacing your car, moving house or even selling last season's wardrobe! The truth is that being a good negotiator has become a life skill, enabling those who are good at it not just to save money, but also to upgrade their computer, television or lawnmower with little or no increase in outgoings - and enhancing their reputation in the process. Becoming an effective negotiator is certainly within the scope of the majority of people. At its simplest, it involves thinking...



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