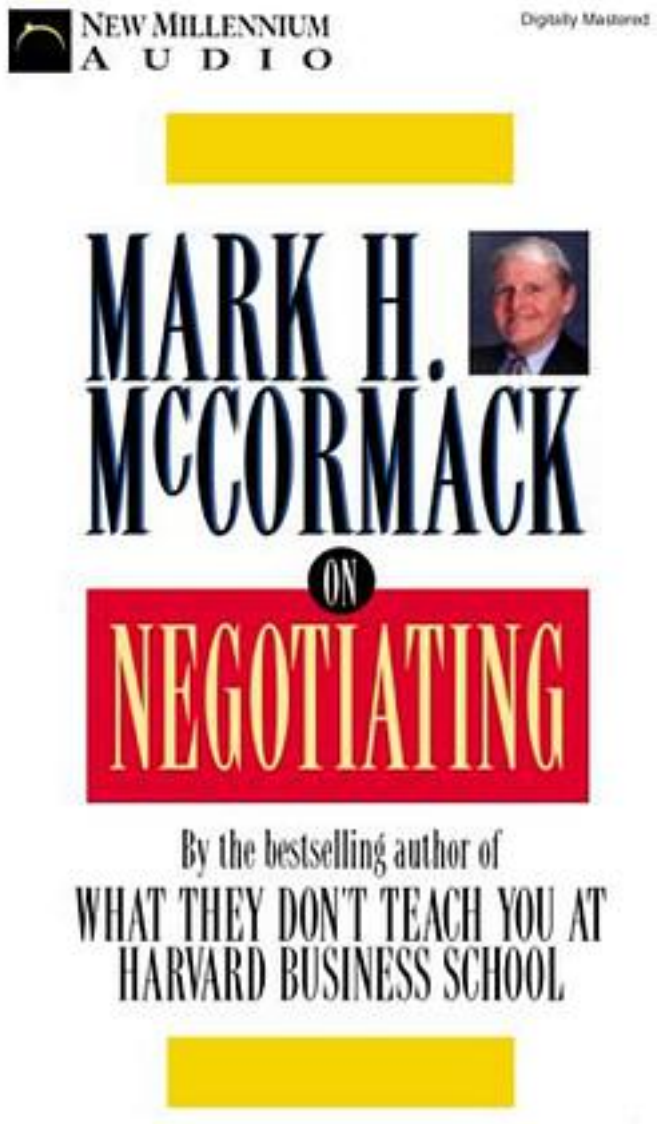


On Negotiating



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Mark McCormack provides information that may be new even to experienced negotiators. He describes the qualities of a good negotiator; the features of a win/win negotiation; the most effective (and most desperate) negotiating tactics; and how to reconcile different negotiating styles when they collide.

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