

# The Only Negotiating Guide You'll Ever Need



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## The Essential Guide to the Power of Persuasion

In *The Only Negotiating Guide You'll Ever Need*, Peter Stark and Jane Flaherty, celebrated consultants to some of the country's top companies, take the dread out of persuasion. Their 101 Winning Tactics make powerful negotiating skills easy and accessible, giving you tools and knowledge you can put to use right away. Each tactic is on a single page, with a clever and memorable name, a true-to-life example of how to use it, and suggested counter tactics in case someone tries it on you. All 101 tactics are so accessible and empowering that you will find yourself using them immediately--and maybe not just at work.

作者介绍:

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