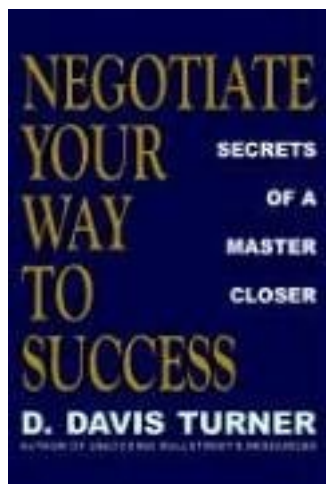


Negotiate Your Way to Success



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著者:Cohen, Steve

出版者:McGraw-Hill

出版时间:2007-7

装帧:Pap

isbn:9780071498326

Create consensus around your ideas - and advance your career! The business world turns on the art of the deal. And with Negotiate Your Way to Success, you'll master 24 powerful strategies designed to help you conduct negotiations of any type. This easy-to-read guide delivers step-by-step instruction on identifying and working with each negotiator's "hot button" issues, to ensure the process and the result satisfy all parties. You'll advance your own position and accomplish organizational goals in an atmosphere of productivity - not confrontation. Plus, you'll learn how to: prepare for negotiations; negotiate any type of business deal; understand and appeal to each party's "hot button" issues; negotiate effectively in cross-cultural situations; understand the "games people play" during negotiation; deal with emotions; employ essential active listening techniques; and discover when to walk away from a negotiation.

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