



Great Negotiators: How the Most Successful Business Negotiators Think and Behave

Tom, Mr Beasor

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What is it about the great negotiators? How is it they seem to manage to recover from disadvantageous positions? How do they adapt their approach to turn an unpromising start into a value creating deal? And why is it that they never seem to lose their appetite for negotiation?

Some of this may be down to genes. There may genuinely be born negotiators but, as far as the rest of us go, it's down to preparation and knowledge; knowledge of how people think and how they behave.

Tom Beasor's Great Negotiators is a collection of techniques that illustrate how the most successful negotiators think and behave. Good negotiators are always well prepared and there is a host of tips to help you prepare your strategy and your thinking before an important negotiation. There are also ideas to help you understand the philosophy behind your negotiating approach; to help you handle international negotiations; and to ensure every negotiation is a potential learning experience.

Great Negotiators is a treasure trove of ideas from a highly successful international negotiator and trainer.

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