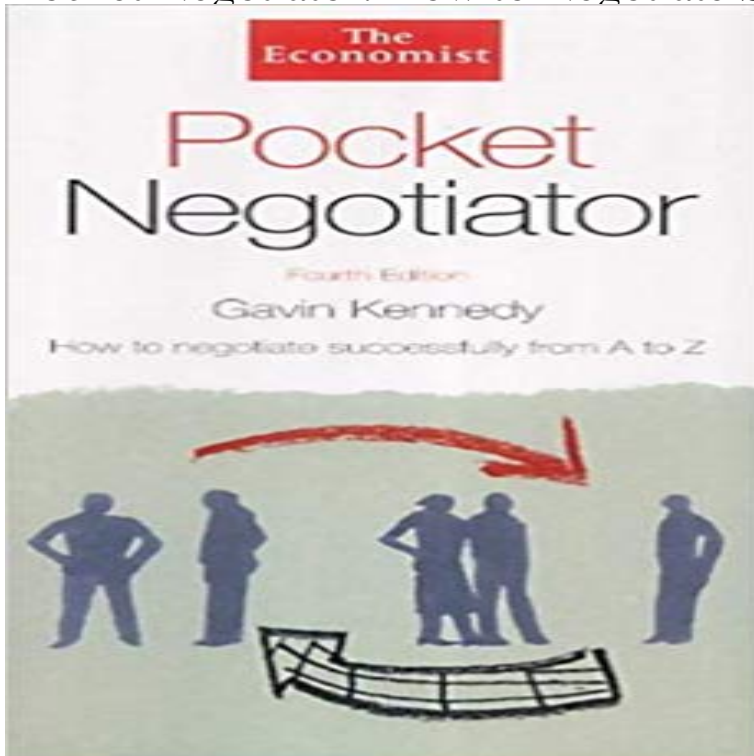


Pocket Negotiator: How to Negotiate Successfully from A to Z



Almost every aspect of business involves negotiating skills, whether you are striking a deal, organising a team working on a project, seeking a pay rise, or even a pay-off. Handy and accessible, witty and wise, this new and up-to-date edition of Pocket Negotiator provides a clear guide to the fundamental skills of negotiation through: Concise essays that include * Competing negotiating approaches * Personality and negotiation * How to handle difficult negotiators * The role of manipulative ploys An A-Z of key terms and concepts * From Add-on to Brinkmanship, through Leverage and Linking, all the way through to What if? And Win-win. Lists and appendixes

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