



The Only Negotiating Guide You'll Ever Need: 101 Ways to Win Every Time in Any Situation

By Peter B. Stark, Jane Flaherty

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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.

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Editorial Review

From Publishers Weekly

The act of negotiating-particularly when it comes to purchases and salaries-is enough to make many readers panic and grit their teeth, hoping the person they're dealing with has their best interests at heart. Stark, who runs a management consulting firm, and Flaherty, a senior consultant for Stark's company, offer this helpful guide to arm beginners and refine experienced negotiators. The first half of this comprehensive, inspiring book deals with the concepts and psychology behind the art of negotiating, and includes a self-assessment test for readers to gauge their existing skill level. The authors emphasize the importance of having the right attitude and aiming for a win-win situation rather than the other three possible outcomes: lose-lose, win-lose or no outcome. The book's strongest portion is its second half, which supplies 101 concrete tactics for getting yourself the best deal and counteracting those who are seeking concessions from you. One can't help but wonder what would happen if everyone read this book-people from both sides would be too savvy for either to get a good deal.

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Review

Advance Praise for "The Only Negotiating Guide You'll Ever Need:

"This is a handbook for negotiating your way through life. Whether you are negotiating a big deal or dinner plans with a friend, this book will be invaluable to you. Read it today!"

--Jack Canfield, author of "Chicken Soup for the Soul"

"

"One of life's great success strategies is effective negotiation skills. This book is the blueprint for how to do it right!"

--Harry Paul, co-author of "FISH! A Remarkable Way to Boost Morale and Improve Results"

"

"A must-read for anyone who wants to build a reputation as a negotiator people love to do business with."

--Kevin Freiberg, author of "NUTS! Southwest Airlines' Crazy Recipe for Business and Personal Success"

"Filled with practical, hands-on, how-to information that can be applied immediately. You can read a few pages in the morning and use the material to close a sale by noon."

--Gerhard Gschwandtner, Publisher, "Selling Power Magazine"

"I have six books on negotiation in my bookcase. This one is the best!"

--Janice Duis-Lampert, Director, Ralston Purina

From the Inside Flap

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Users Review

From reader reviews:

Debbie Luken:

Have you spare time for the day? What do you do when you have considerably more or little spare time? That's why, you can choose the suitable activity intended for spend your time. Any person spent their particular spare time to take a go walking, shopping, or went to the particular Mall. How about open or even read a book eligible The Only Negotiating Guide You'll Ever Need: 101 Ways to Win Every Time in Any Situation? Maybe it is being best activity for you. You know beside you can spend your time along with your favorite's book, you can smarter than before. Do you agree with the opinion or you have different opinion?

Catherine Nelson:

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Raymond Floyd:

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Peter Singleton:

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