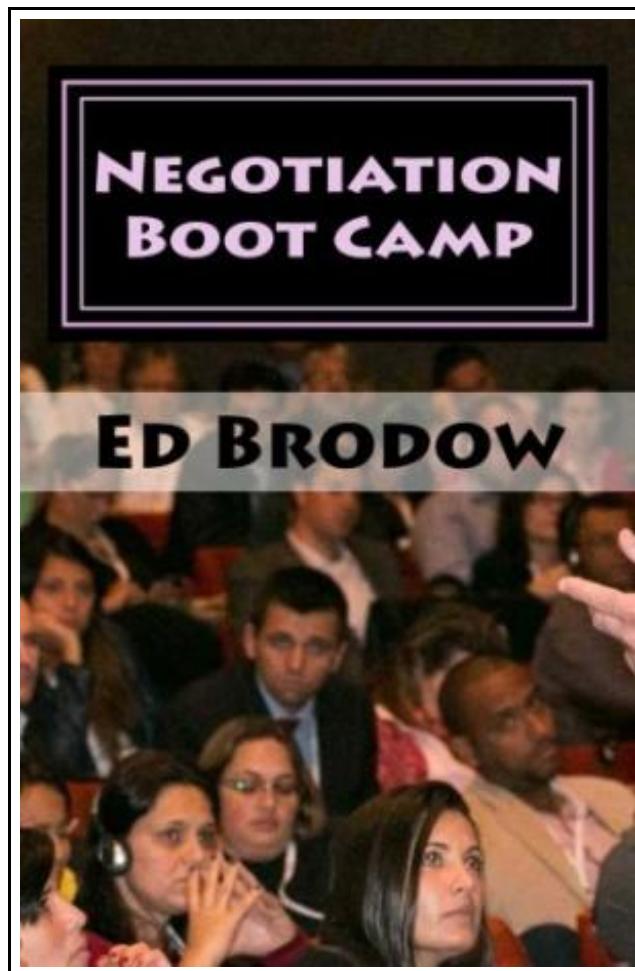


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CreateSpace Independent Publishing Platform, 2014. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Negotiation expert Ed Brodow, creator of the acclaimed Negotiation Boot Camp(r) Seminars, arms us with the same proven strategies and tactics he teaches to the professional negotiators at Microsoft, Goldman Sachs, The Hartford, Learjet, Novartis, McKinsey, Starbucks, the IRS and the Pentagon. Using a wealth of examples from real-life encounters, Brodow reveals how to develop the skills and the confidence you need to achieve your goals at work and in your personal life. After completing Brodow's basic training program, you will have learned how to: \* Conquer your fear of confrontation and overcome the negative behaviors that hold you back.\* Identify and develop your personal negotiation style.\* Assess the other side's strengths and weaknesses.\* Get the other side to make concessions without giving up any of your goals.\* Master the art of listening to understand the other side's position and strengthen your own.\* Avoid getting sidetracked by personal or emotional issues. \* Create an atmosphere of trust in which the other party is a collaborator rather than a competitor.\* Break through impasses and close the deal."Negotiation Boot Camp shows us how to succeed not just in negotiations but also in life itself. This is a must-read."HARVEY PITT-SEC Chairman"Readers will find that Brodow's tactics get the job done."PUBLISHERS WEEKLY"The most straightforward, real world and useful advice on negotiation out there!"ANTOINETTE RODRIGUEZ-CEO of MarFi Advisors"Buy it, read it regularly and do not lend it!"REG NORDMAN-Managing Director, Rocket Builder"This is THE BOOK for career women who have any trepidation about negotiation."MARJORIE BRODY-author of Career Magic: A Woman's Guide to Reward and Recognition"If you're looking for real-world, practical strategies and answers, look no further than this book."JEFFREY GITOMER-author of The Sales Bible.



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