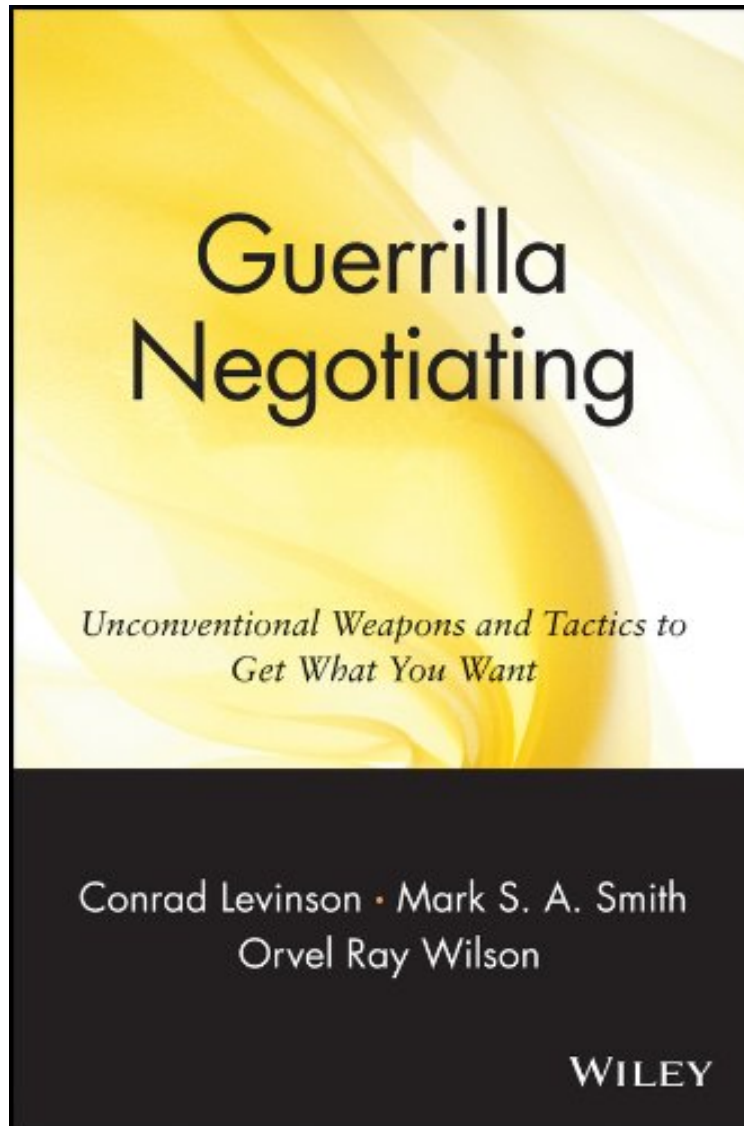


Guerrilla Negotiating: Unconventional Weapons and Tactics to Get What You Want

Conrad Levinson, Mark S. A. Smith, Orvel Ray Wilson

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agreement than they would be without it. Too many people in the business world take the old track and think that they need to win, and that everyone else must lose, a mindset that is destructive for themselves, customers, suppliers and anyone else they do business with. That is why this book is a must read. It also supplies examples for increasing the size of the pie before dividing it, ways to recognize predatory negotiators, how to defend against their strategy, and most importantly what YOU need to do to prepare for and conduct a successful negotiation. 0 of 0 people found the following review helpful. Somewhat Worthwhile Listening By W. Terry Whalin This book contains valuable insight and information. I heard the entire audio book cover to cover. The challenge (difficulty) is the book is full of lists. For example power negotiating words, in the print version, I'm sure it works fine. These lists in the audio version are BORING the reader. It's stories that people retain--not lists. I liked this book but that's why it is three stars rather than higher in my view. OK. 0 of 0 people found the following review helpful. which were my favorite *new* discovery one year in the business book category By Marian Deegan You can't go wrong with any of Levinson's Guerrilla books, which were my favorite *new* discovery one year in the business book category. During my years as a commercial artist agent and guest lecturer at numerous colleges and arts programs, I have urged design and art students to take a course in negotiating. If only I'd known about Guerrilla Negotiating sooner...books are so much more accessible than classes, and this one is top notch.

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