

"This book is the blueprint for how
to negotiate right!"
—Henry Paul, coauthor of FISH!

THE ONLY

NEGOTIATING GUIDE
YOU'LL EVER NEED

101 WAYS TO WIN
EVERY TIME ←
IN ANY SITUATION

PETER B. STARK AND JANE FLAHERTY
READ BY THE AUTHORS

Only Negotiating Guide You(CD)

Peter B. Stark



The Essential Guide to the Power of Persuasion In The Only Negotiating Guide Youll Ever Need, Peter Stark and Jane Flaherty, celebrated consultants to some of the countrys 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. From the Trade Paperback edition.

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