



BRINGING ONE OR TWO STRONG ARGUMENTS TO A NEGOTIATION IS OFTEN BETTER THAN BRINGING FOUR OR FIVE WEAK ONES.



MEDIATORS ARE BROUGHT INTO NEGOTIATIONS AND DISPUTES TO AVOID LITIGATION. MEDIATION CAN OFTEN BE THE MOST FAVORABLE AND COST-EFFECTIVE CHOICE.



KNOWING WHAT THE OTHER PARTY WANTS IS JUST AS IMPORTANT AS KNOWING WHAT YOU WANT.

NEGOTIATING

FROM PLANNING YOUR STRATEGY TO FINDING A COMMON GROUND, AN ESSENTIAL GUIDE TO THE ART OF NEGOTIATING

101

A
CRASH COURSE
IN
NEGOTIATING



LEARNING TO READ SOMEONE'S BODY LANGUAGE, SUCH AS FACIAL EXPRESSIONS AND VOICE TONE, IS AN ESSENTIAL NEGOTIATING SKILL.

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ADAMS MEDIA

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