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Mastering Negotiations

By Eric Evans

Thorogood. Paperback. Book Condition: new. BRAND NEW, Mastering Negotiations, Eric Evans, This work provides the core skills required for successful negotiating. One of the most difficult but vital skills for the senior manager is the ability to negotiate effectively: whether with customers, suppliers or colleagues, old contacts or new. With so much of modern business, enterprise and management relying on the ability to reach mutually beneficial agreements, the so-called "win-win" situation, the modern manager needs to be able to plan, deliver and follow through on critical negotiations.

Features of the book include: a focus on all aspects of negotiations at the senior level; a framework for effective action; development of negotiating skills to an advanced level, showing managers how to achieve the best possible agreement and how to make sure it lasts; written in an accessible style for the busy manager, whether working in business, the public sector or a not-for-profit enterprise; includes a range of practical features throughout such as - key questions, action checklists, activities, guides to best practice, key learning points and key management concepts; and can be used as a workbook with notes and comments written in the margin as they occur. The "Masters in Management"...



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