

# 《The Negotiation Book - Your Definitive Guide To Successful Negotiating》

## 书籍信息

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## 内容简介

Negotiation is at the heart of modern capitalism. Everyone who works in business needs to know how to negotiate. In a world where people seem desperate to tell you the right way to negotiate, Steve Gates tells the truth about negotiation: there is no right way.

Instead The Negotiation Book provides you with all the information and skills you need to get the best deal in any circumstance. Arguing that skilled negotiators need to use a range of 14 behaviours and 10 traits, the book then uses the idea of a 'clockface' to show a range of negotiation situations, and how you should respond to each one.

These insights from one of the world's leading negotiators could save you thousands!

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## 作者简介

Steve Gates is the founder and CEO of The Gap Partnership, the world's leading negotiation consultancy. Founded in 1997, the company now has office worldwide. Steve and his team of negotiation consultants have advised and developed some of the world's leading organizations with their most difficult negotiations, dealing with everything from retail trade terms to mergers and acquisitions, oil prices and trade union disputes.

## 目录

Acknowledgements. Preface. Chapter 1 - So You Think You Can Negotiate? Chapter 2 - The Negotiation Clock Face. Chapter 3 - Why Power Matters. Chapter 4 - The Ten Negotiation Traits. Chapter 5 - The Fourteen Behaviours that Make the Difference. Chapter 6 - The 'E' Factor. Chapter 7 - Authority and Empowerment. Chapter 8 - Tactics and Values. Chapter 9 - Planning and Preparation that Helps You to Build Value. Index.

## 媒体评论

'... a good guide to negotiating skills...Gates does a sound job of explaining the processes and tricks of effective negotiating. ' (Director, March 2011). '...right from the start I was hooked...clear explanations and uncomplicated writing style...does what it sets out to achieve.' (Edge, May 2011).

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