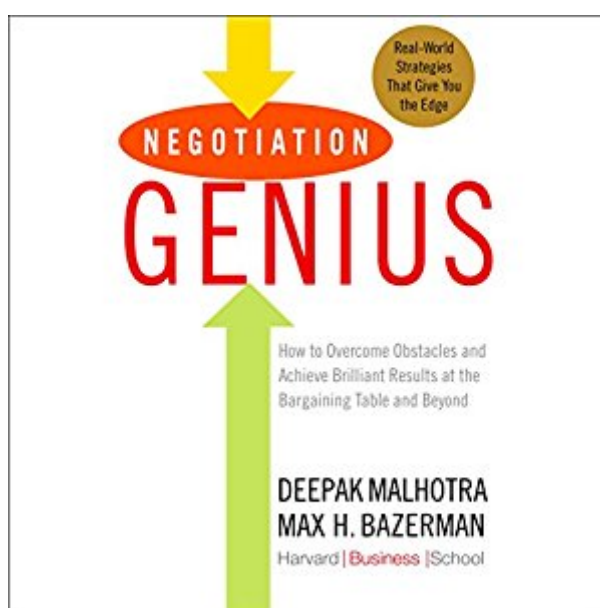


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# Negotiation Genius: How To Overcome Obstacles And Achieve Brilliant Results At The Bargaining Table And Beyond



## Synopsis

From two leaders in executive education at Harvard Business School, here are the mental habits and proven strategies you need to achieve outstanding results in any negotiation. Whether you've "seen it all" or are just starting out, Negotiation Genius will dramatically improve your negotiating skills and confidence. Drawing on decades of behavioral research plus the experience of thousands of business clients, the authors take the mystery out of preparing for and executing negotiations - whether they involve multimillion-dollar deals or improving your next salary offer. What sets negotiation geniuses apart? They are the men and women who know how to: Identify negotiation opportunities where others see no room for discussion Discover the truth even when the other side wants to conceal it Negotiate successfully from a position of weakness Defuse threats, ultimatums, lies, and other hardball tactics Overcome resistance and "sell" proposals using proven influence tactics Negotiate ethically and create trusting relationships - along with great deals Recognize when the best move is to walk away And much, much more This audiobook gets "down and dirty". It gives you detailed strategies - including talking points - that work in the real world even when the other side is hostile, unethical, or more powerful. When you finish it, you will already have an action plan for your next negotiation. You will know what to do and why. You will also begin building your own reputation as a negotiation genius.

## Book Information

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## Customer Reviews

Wonderful book. It taught me how to be a better negotiator while being an interesting read. I went

from being very shy and timid in the world of negotiation to being much more confident in myself.

This book was the underlying text for my business school negotiation class and I have recently re-read cover to cover in preparation for an important professional conversation. Stresses the importance of preparation, seeking multiple dimensions to negotiate across, and finishes with adverse conditions and tips on how to deal with them. Not as naive as other texts that simply coach you to look for "win-win" opportunities. If you are looking for formal training in negotiations this book is the right place to begin.

This is a great book, and very informative. Yet I thought the substance started to fall away after the first half. This was mainly a result of rehashing principles of communication styles and influencing which you will get more from another book. With the principles of BATNA, and ZOPA and so on I thought it covered it perfectly (first-half). The writing style also was easy to read and it was truly enjoyable.

What a heck of a ride! It's an amazing book with a lot of insight, a lot of ideas, it's difficult to say I learn everything maybe in five years I can say if I really learning something or not but read it and enjoy, it's a new world!

Purchased to learn skills to discuss political issues, especially in red vs. blue discussions. Very helpful.

I loved it so much that I have the kindle and audiobook (an extreme rarity)! Outlined information is clear and makes sense. The book isn't cluttered with theory and academic jargon; it feels written for real-world application. I purchased it for class and it may save my personal relationship. It focuses on working together toward something mutually beneficial (give to get) versus solely seeing personal interests and limiting your overall value. I'm surprised they don't charge more. If on the fence, get it. It's well worth it!

Read this book for class, made me see things in a very different light, recommend reading for anyone interested in negotiating from the office to the bedroom

Just completed reading the kindle version of this book. Very happy with the content and flow. Key

takeaways for me are the need for preparation by getting as much information as possible and reviewing it from perspectives of both sides. Also was happy to get confirmation about few of the techniques I have used in past which appeared to be counter intuitive - specifically around when not to negotiate.

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