

# I Win, You Win: The Essential Guide To Principled Negotiation - Carl Lyons

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Negotiation is an essential skill in all areas of life. It is a series of manoeuvres that we move through in order to get the best possible deal for ourselves, our company or organisation. How far we will go to achieve our goals is where the rub lies. Ideally, negotiations should be a 'win-win' experience. Full of useful exercises, case studies and accessible advice, this book will help readers achieve their goals by showing them how to: prepare effectively build rapport communicate openly enhance trust in their business I Win, You Win is a thought-provoking, inspirational and eminently practical aid to getting what you want without compromising your professional integrity. Author: Lyons, Carl Publisher: A&C Black Business Information and Development Illustration: N Language: ENG Title: I Win, You Win: The essential guide to principled negotiation Pages: 00000 (Encrypted EPUB) On Sale: 2012-04-30 SKU-13/ISBN: 9780713677058 Category: Business & Economics : Negotiating

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