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A Winner's Guide to Negotiating: How Conversation Gets Deals Done

By Molly Fletcher

McGraw-Hill Education - Europe. Paperback. Book Condition: new. BRAND NEW, A Winner's Guide to Negotiating: How Conversation Gets Deals Done, Molly Fletcher, This is the strategic guide to getting the most out of every negotiation from "the female Jerry Maguire" (CNN). Effective negotiation is rooted in establishing trust and building relationships - one conversation at a time. In this practical guide, trailblazing sports agent Molly Fletcher reveals her proven approach to landing more than \$500 million worth of deals throughout her career. It all comes down to doing five things well: setting the Stage; Finding Common Ground; Asking with Confidence; Embracing the Pause; Knowing When to Leave. Master these steps and you'll not only close more deals - you'll be setting yourself up for the next big one. "A great negotiator and a great storyteller has mined her deep experience in one of the most pressurized arenas of American business. This book is a road map for anyone who wants to learn how to win negotiations of any kind." (Larry Kramer, president and publisher of USA Today). "Negotiating well is indispensable to success. Whether from the stage or in this book, Molly will inspire you. A Winner's Guide to Negotiating..."


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