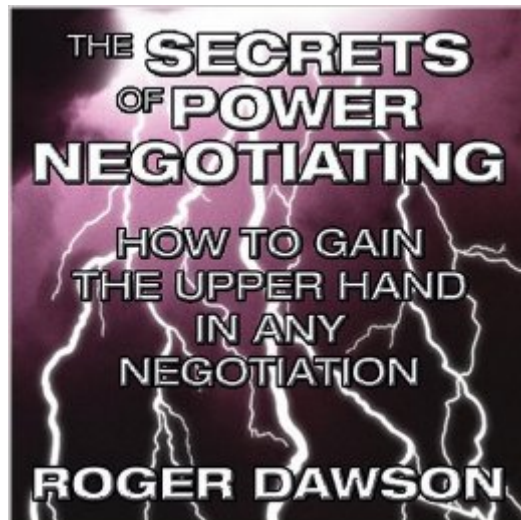


The book was found

The Secrets Of Power Negotiating: How To Gain The Upper Hand In Any Negotiation (Your Coach In A Box)



Synopsis

This revealing program of inside secrets from a master negotiator comes with a bonus CD on how to buy a car and how to negotiate a raise--two negotiations that listeners care about most.

Unabridged. 7 CDs.

Book Information

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Audio CD

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Average Customer Review: 4.7 out of 5 stars [See all reviews](#) (224 customer reviews)

Best Sellers Rank: #539,060 in Books (See Top 100 in Books) #378 in [Books > Books on CD > Business > General](#) #505 in [Books > Business & Money > Management & Leadership > Negotiating](#) #609 in [Books > Books on CD > Health, Mind & Body > Personal Growth](#)

Customer Reviews

Roger Dawson's SECRET OF POWER NEGOTIATING does not necessarily contain any secrets about negotiations but good points on many and varied aspects of negotiations. The author correctly points out that negotiations are simply crucial in life; we are constantly negotiating, whether we realize it or not. I am confident the book would prove useful for anyone interested in enhancing one's understanding of negotiations and skills. The book as a total is organized fairly well, and the author discusses gambits employed in negotiations to techniques used to understand the other side. It is very important to point out that the author believes in "win-win negotiations." That is, it is critical for a negotiator to determine what truly interests the other side and explore how that interest can be met.--Gambits--A few techniques the author suggests using include but are not limited to:(1) asking for more than you expect to get, (2) flinch at proposals, (3) play reluctant, (4) use the "wise technique," (5) reference higher authority, (6) never make a concession without the other side reciprocating, and (7) taper down concessions. It is important to note that the author explores how you should counter such techniques if the other side uses them. The author also touches on many important additional topics in the book on business, psychology, and other disciplines that relate to

negotiations. I found it particularly useful how the author mentioned that the value of services diminish over time. If you are in the service industry, negotiate and settle on a fee prior to delivery/performance.

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