

Employing a geocentric perspective, Herb Cohen shows you how others often see bargaining as an enriching social exchange akin to an art form. Then, by recounting his own colorful cross-cultural encounters, he takes you through the steps of this delicate dance. Afterwards, he provides a point-by-point analysis - ten tidbits and practical techniques - that you can use in reconciling all differences. Obviously, while this strategic approach succeeds overseas, it also applies here at home, where both sides see conflict from their own unique point of view. As Cohen will tell you: We don't see things as they are, but as we are. In fact, if there is anyone here exactly like you, there would be no need for you to be here. For more than three decades, Cohen has been a practicing negotiator, intimately involved with several highly publicized negotiating dramas, including the Iranian hostage crisis, the skyjacking of TWA Flight 847, and the Achille Lauro terrorist incident. He has served as adviser to two U.S. Presidents and acted as consultant to hundreds of corporations, entrepreneurs and government agencies.

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Emotion, luck and magic have no place in a successful negotiation. the negotiating game, it's really a misnomer for a process in which the stakes are often extremely high. If you know that the only way to win the bid is to provide a If you are the buyer in a depressed economy, you normally have the.

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