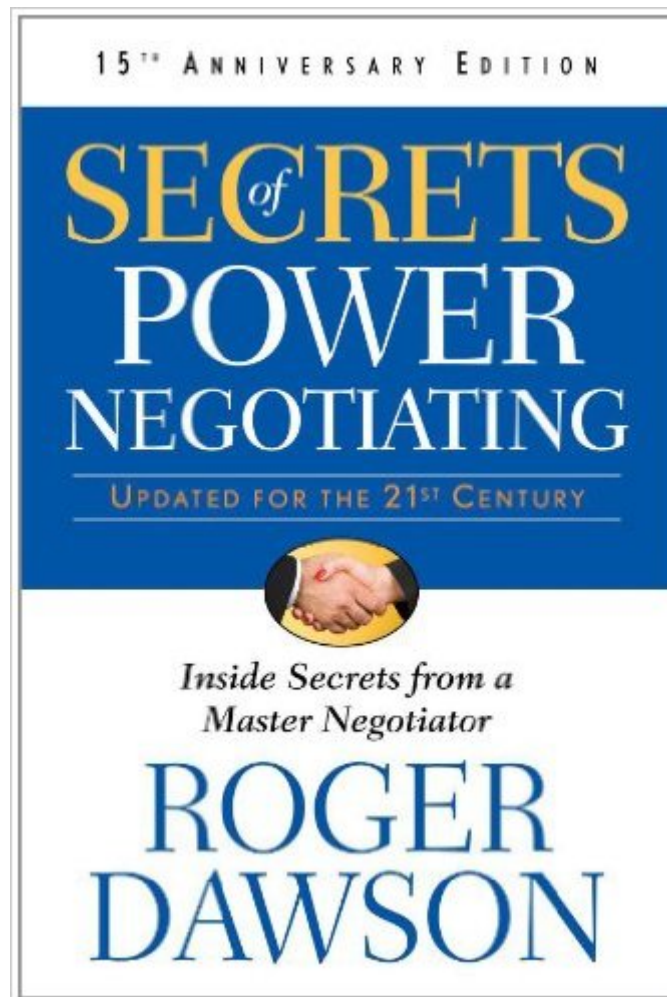


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# Secrets Of Power Negotiating, 15th Anniversary Edition: Inside Secrets From A Master Negotiator



## Synopsis

Roger Dawson's *Secrets of Power Negotiating* has changed the way American business thinks about negotiating. Thinking "win-win"--looking for that magical third solution in which everyone wins but nobody loses--can be a naive and ultimately unsuccessful approach in today's tough business environment. *Power Negotiating* teaches that the way you negotiate can get you everything you want and still convince the other side that they won also. This third edition has been completely revised and updated to reflect the changing dynamics of business today. New and expanded sections include: Twenty sure-fire negotiating gambits. How to negotiate over the telephone, by e-mail, and via instant messaging. How to read body language. Listening to hidden meanings in conversation. Dealing with people from other cultures. How to become an expert mediator. *Secrets of Power Negotiating* covers every aspect of the negotiating process with practical, proven advice, from beginning steps to critical final moves: how to recognize unethical tactics, key principles of the *Power Negotiating* strategy, why money is not as important as everyone thinks, negotiating pressure points, understanding the other party and gaining the upper hand, and analyses of different negotiating styles.

## Book Information

Paperback: 320 pages

Publisher: Career Press; 15th Anniversary Edition edition (October 20, 2010)

Language: English

ISBN-10: 1601631391

ISBN-13: 978-1601631398

Product Dimensions: 6.1 x 0.7 x 9.1 inches

Shipping Weight: 1 pounds (View shipping rates and policies)

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

Best Sellers Rank: #67,434 in Books (See Top 100 in Books) #93 in [Books > Business & Money > Management & Leadership > Negotiating](#) #674 in [Books > Business & Money > Small Business & Entrepreneurship > Entrepreneurship](#) #939 in [Books > Business & Money > Management & Leadership > Leadership](#)

## 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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