



Eric Partaker
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**If you want to
become world-class
at negotiation,
read these 7 books.**



EP[®]



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Mastering negotiation yields
incredible returns on investment.

By honing this skill, you can:

- **Increase compensation**
(salary, fees, equity)
- **Reduce expenses**
(home or car purchases)
- **Strike better deals**
(fundraising, client deals)

7 books to help make it happen:

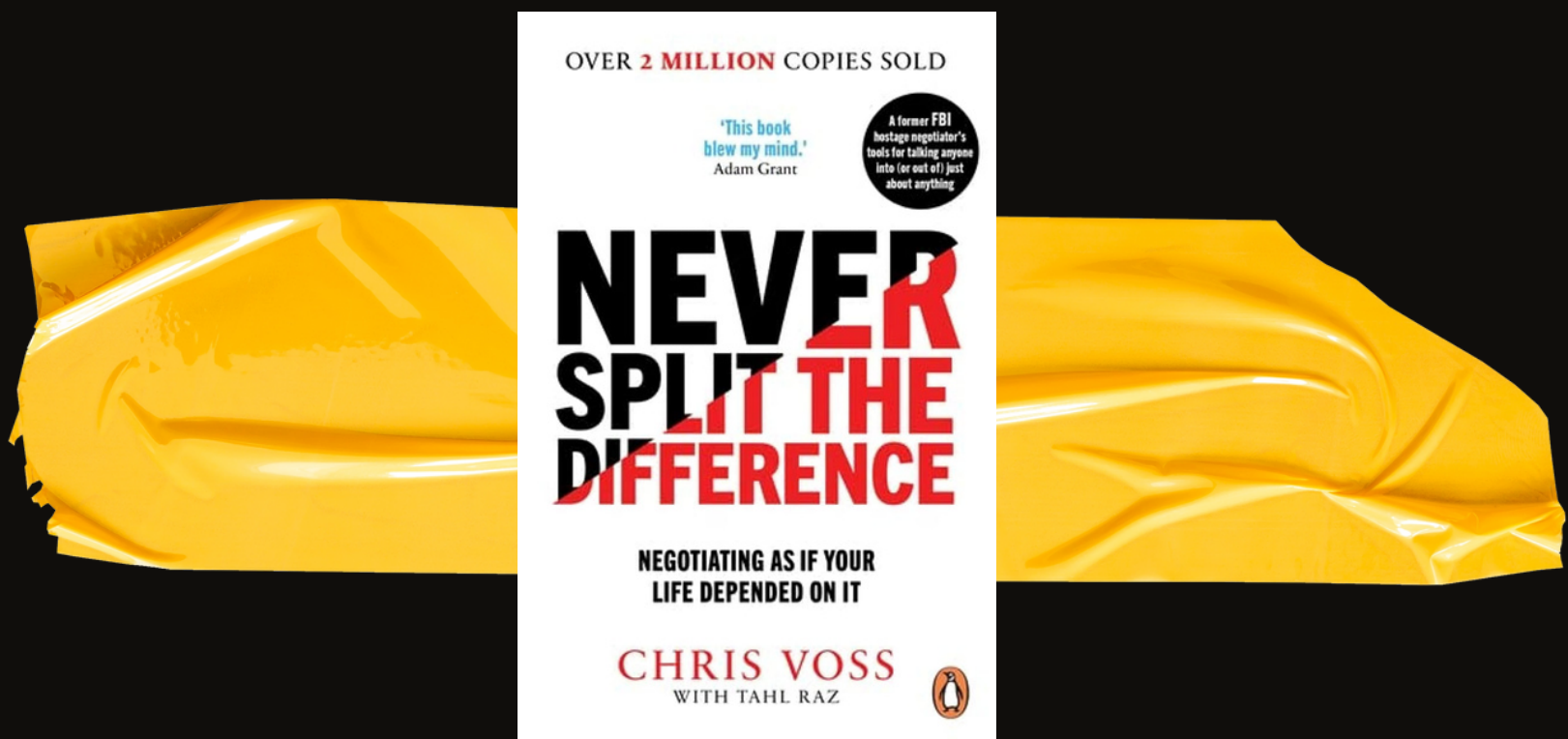




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1) **Never Split the Difference:**

Negotiating As If Your Life Depended On It by Chris Voss



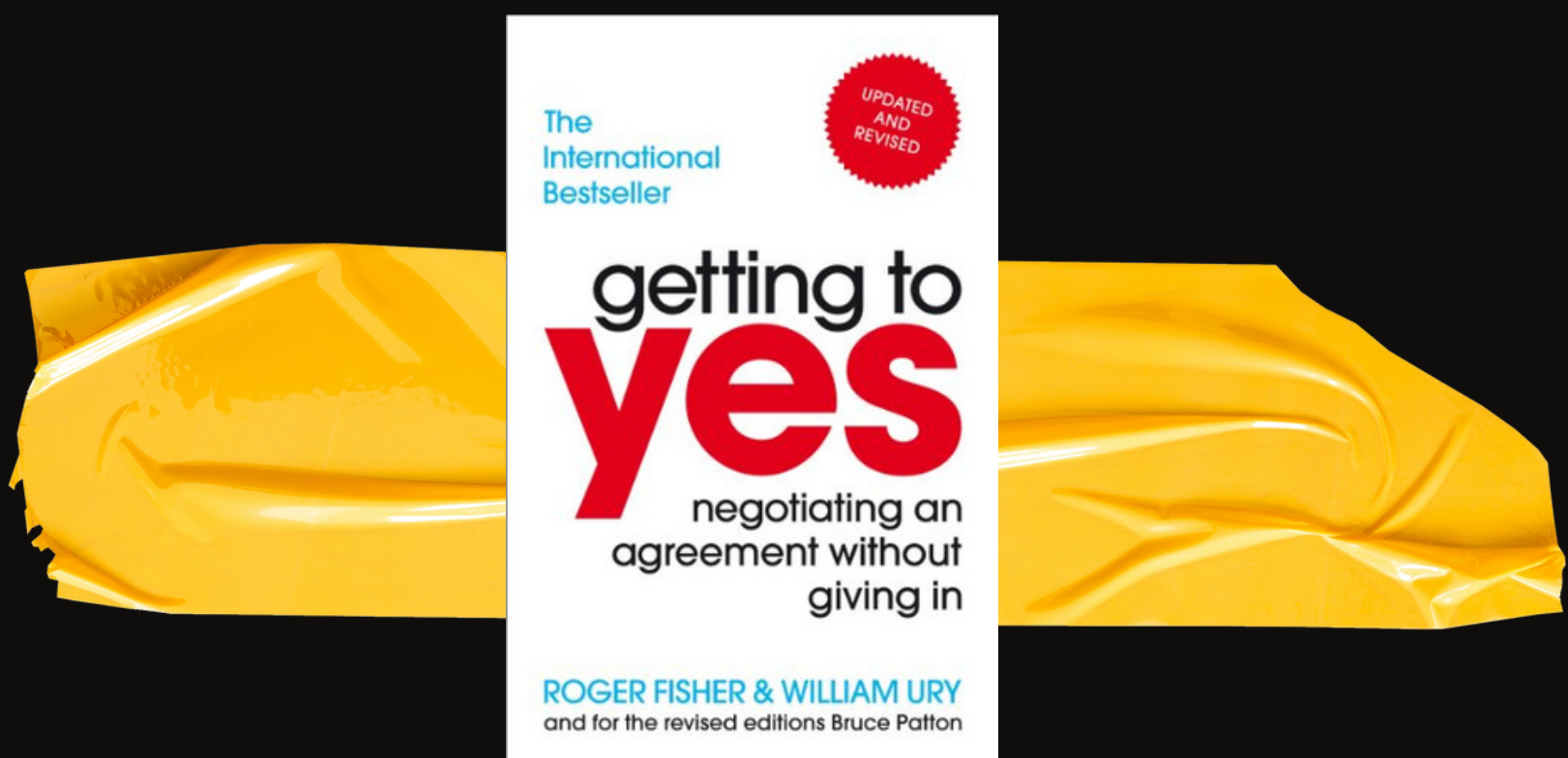
Practical negotiation techniques from a former **FBI hostage negotiator**. **Gain an advantage in any negotiation** – and remember, **“no deal is better than a bad deal.”**





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2) Getting to Yes: Negotiating Agreement Without Giving In by Roger Fisher, William Ury, and Bruce Patton



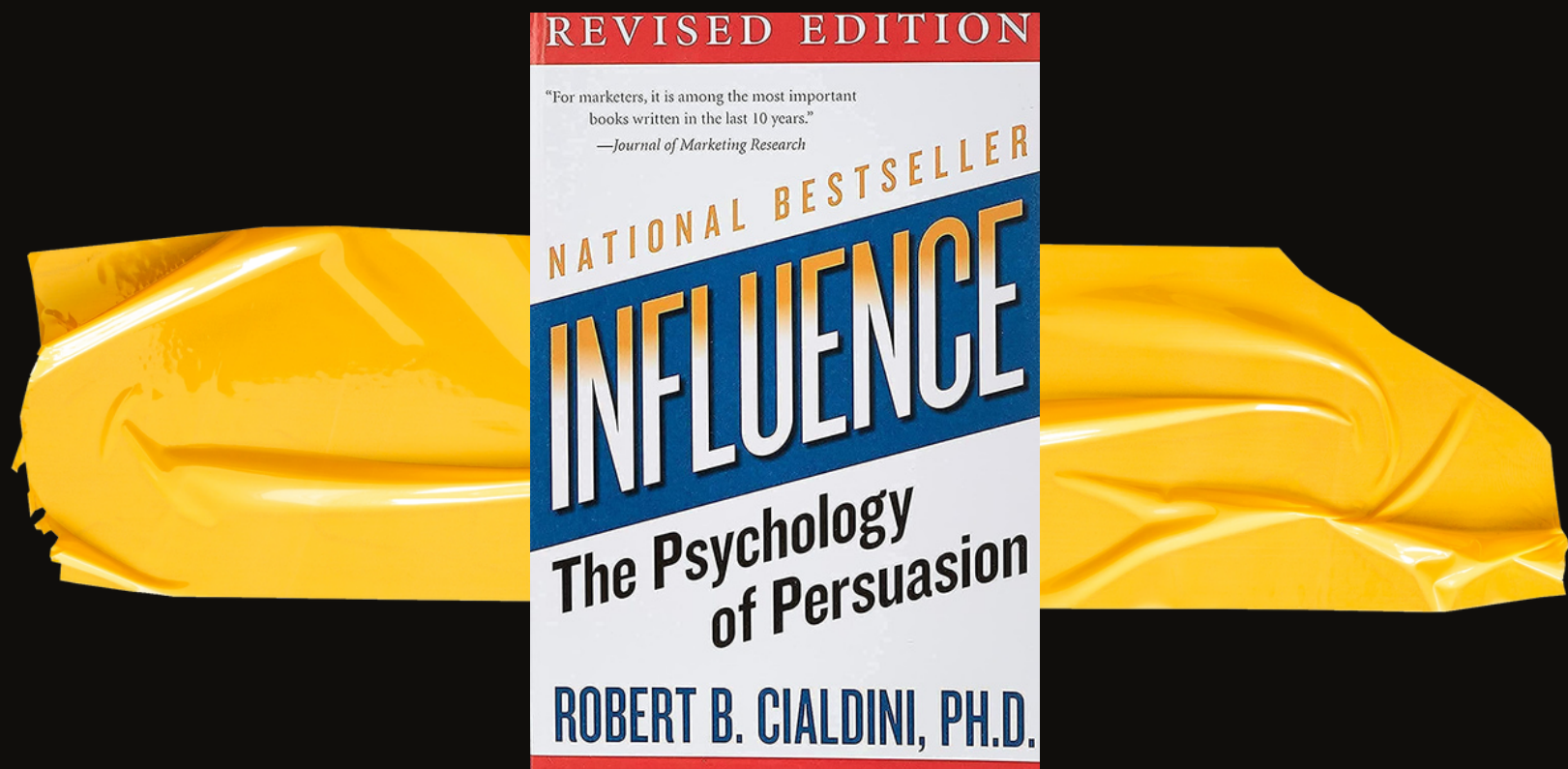
A negotiation classic, learn practical techniques for **effective communication, problem-solving,** and **overcoming obstacles** to **find the win-win** for both parties.





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3) Influence: The Psychology of Persuasion by Robert Cialdini



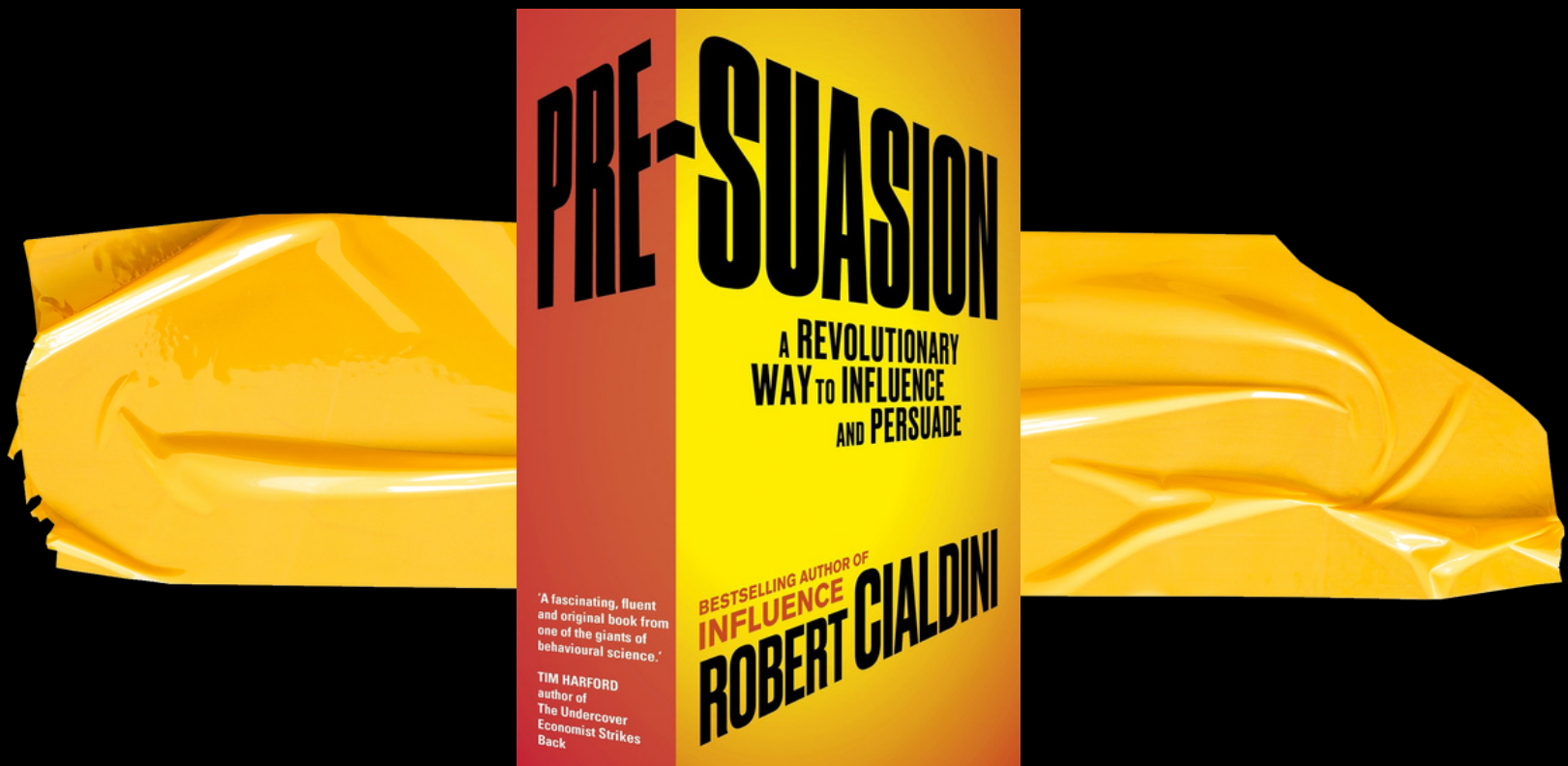
Understand **the psychology behind why people say "yes"**. Learn the **six key principles of persuasion** that can be used to improve negotiation skills.





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4) Pre-Suasion: A Revolutionary Way to Influence and Persuade by Robert Cialdini



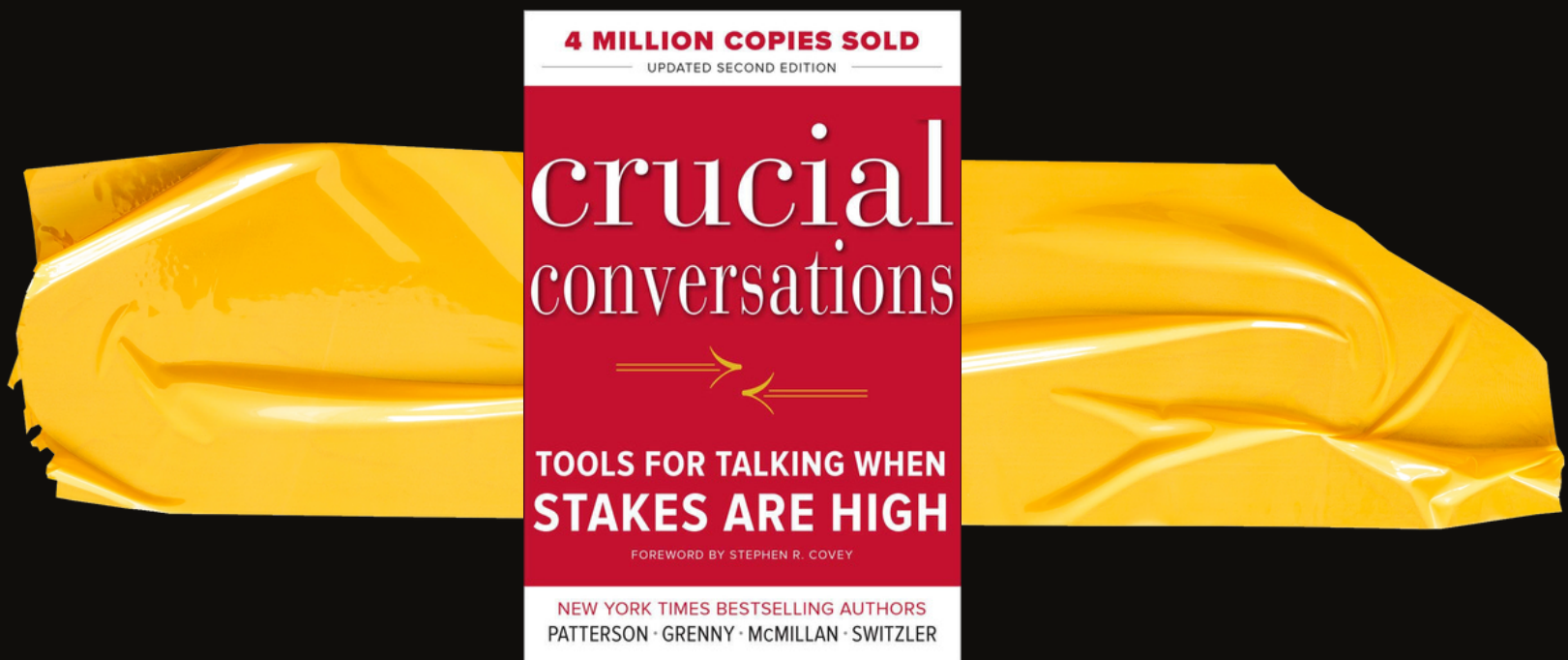
A follow-up to Influence, learn the art of “pre-suasion” – how to make recipients receptive to a message **before they encounter it.**





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5) Crucial Conversations: Tools for Talking When Stakes Are High by Kerry Patterson, Joseph Grenny, Ron McMillan, and Al Switzler



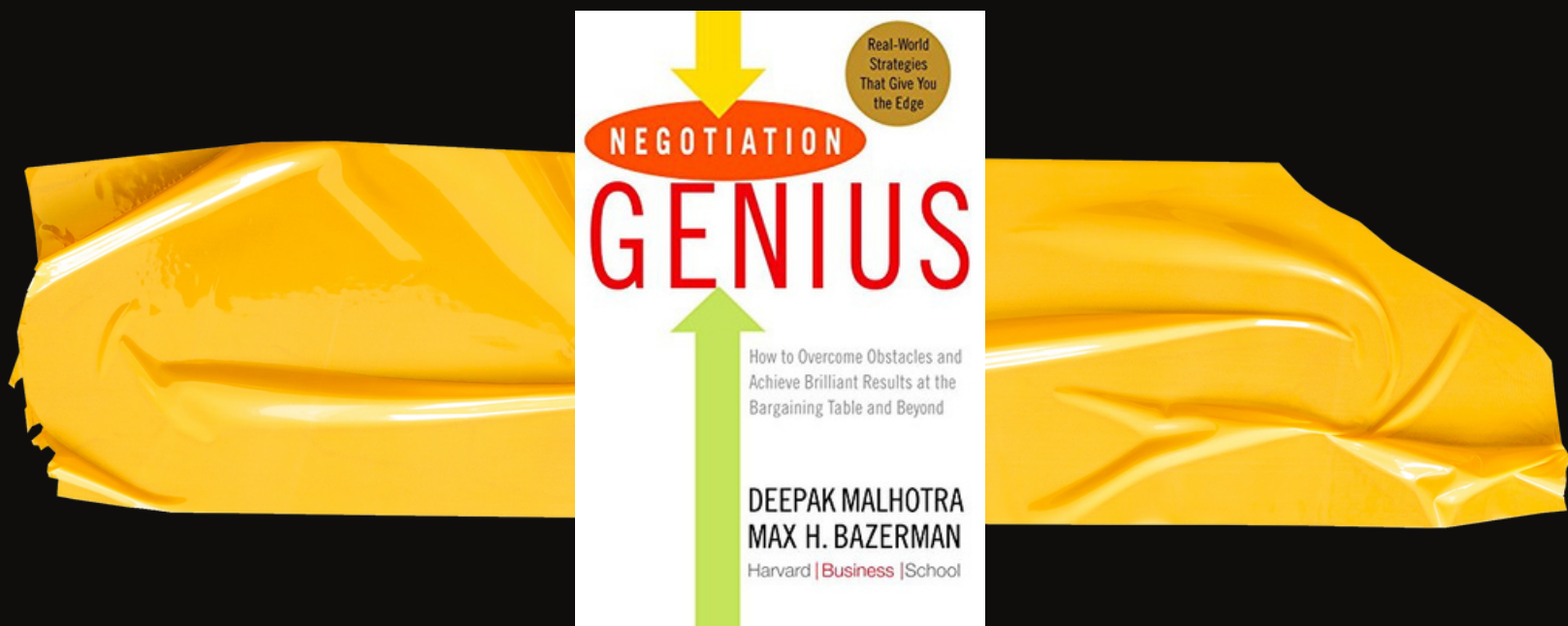
“The single biggest problem in communication is **the illusion that it has taken place.**” Learn techniques for **managing high-stakes conversations** and **resolving disagreements.**





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6) Negotiation Genius: How to Overcome Obstacles and Achieve Brilliant Results at the Bargaining Table and Beyond by Deepak Malhotra and Max H. Bazerman



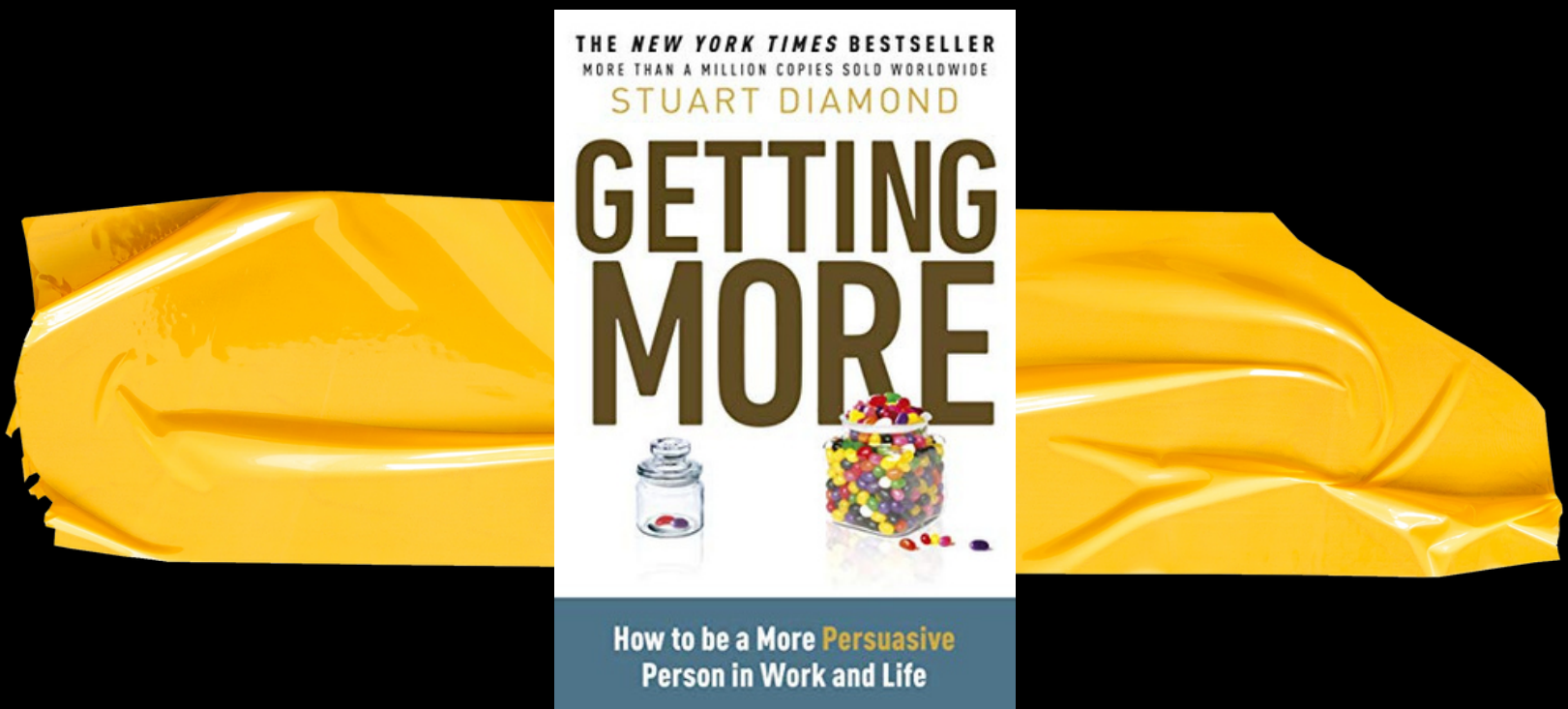
A comprehensive negotiation guide that blends **cutting-edge research in psychology, economics, and game theory**. Create value in a negotiation and **claim a healthy share for yourself**.





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7) Getting More: How You Can Negotiate to Succeed in Work and Life by Stuart Diamond



Learn the negotiation model **used by Google** to train employees worldwide, **Special Forces** to promote stability in high stakes situations, **and families** to forge better relationships.





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Remember, you don't get what you deserve, you get what you negotiate. Read these **7 books to become a master negotiator:**

- 1. Never Split the Difference**
- 2. Getting to Yes**
- 3. Influence**
- 4. Pre-Suasion**
- 5. Crucial Conversations**
- 6. Negotiation Genius**
- 7. Getting More**





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How do you typically start your work day?

Most people start it in their inbox, or perhaps on social media.

Little do they realize they're taking a sledge hammer to their ability to focus, instantly scattering their thoughts and concentration across a myriad of things.

It's as if they've dropped themselves into a pinball machine at the start of their day, so they can be bounced from one person's agenda to the next.

Soon that morning email session turns into some phone calls, and then some meetings, followed by a few urgent requests that come knocking on the door. Suddenly we reach the end of the day, wondering where it went and feeling frustrated that we didn't get to what mattered most.

And that doesn't feel very good, does it?

So, I challenge you to break away from the pack. To do and think differently.

For just the next 7 days, start your day being creative before reactive. For just the first 60 minutes of your work day refuse to go into your inbox. In fact, I highly recommend that you don't even check your inbox while getting ready for work at home (and I bet that sounds absolutely terrifying, right?).