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## Negotiation Boot Camp: How to Resolve Conflict, Satisfy Customers, and Make Better Deals

By Brodow, Ed

CreateSpace Independent Publishing Platform, 2014. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Negotiation expert Ed Brodow, creator of the acclaimed Negotiation Boot Camp(r) Seminars, arms us with the same proven strategies and tactics he teaches to the professional negotiators at Microsoft, Goldman Sachs, The Hartford, Learjet, Novartis, McKinsey, Starbucks, the IRS and the Pentagon. Using a wealth of examples from real-life encounters, Brodow reveals how to develop the skills and the confidence you need to achieve your goals at work and in your personal life. After completing Brodow's basic training program, you will have learned how to: \* Conquer your fear of confrontation and overcome the negative behaviors that hold you back. \* Identify and develop your personal negotiation style. \* Assess the other side's strengths and weaknesses. \* Get the other side to make concessions without giving up any of your goals. \* Master the art of listening to understand the other side's position and strengthen your own. \* Avoid getting sidetracked by personal or emotional issues. \* Create an atmosphere of trust in which the other party is a collaborator rather than a competitor. \* Break through impasses and close the deal. "Negotiation Boot Camp shows us how to...



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