



Anybody Can Negotiate--Even You!: How to Become a Master Negotiator (Paperback)

By Michael Geraghty

iUniverse, United States, 2006. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Michael Geraghty is a master storyteller - IBM Corporation This book is the product of thousands of negotiations all over the world. Negotiation is the art of friendly persuasion. It is the ability to sell yourself and your ideas. Study after study reveals that negotiation is one of the top three skills in life and on the job. Great negotiators become key contributors to any company or organization. In this book you will gain a great understanding of the psychology of negotiation. You will develop powerful persuasion skills to ensure your success. Using his extensive business experience, Geraghty shows you how the art of negotiation can be understood as a one act drama with four amazing characters-power, information, time and rapport. The more you understand each of these characters the better the negotiator you will become. In addition, he explains thirty-four tactics used by master persuaders that anybody can use anytime anywhere. Full of amazing stories, practical advice and packed with vivid real world examples, Anybody Can Negotiate - Even You! will assist the ordinary person intimidated by negotiation. Let Geraghty help...



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This book might be worthy of a go through, and a lot better than other. it had been writtern really properly and helpful. You may like just how the author write this publication.

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