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The Negotiation Fieldbook

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Fresh perspectives and guidance for one of today's most essential business skills--negotiation

Virtually every step in business involves negotiation of some kind, yet the actual process of conducting a successful negotiation is rarely taught. *The Negotiation Fieldbook* features proven as well as innovative strategies for handling each phase of negotiation with skill and confidence and provides yous with nonsense guidance that can be difficult, if not impossible, to find.

The Negotiation Fieldbook explains how to create more value at the table by leading a negotiation first to collaboration and then to agreement. Offering concise, straightforward coverage of a topic too often shrouded in confusion and mystery, this hands-on book describes:

- Essentials negotiators must focus on to be successful
- How to sequence each move, from first to last
- Techniques for rescuing a negotiation that has "broken down"

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William Culley:

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