



Guerrilla Negotiating: Unconventional Weapons and Tactics to Get What You Want (Guerrilla Marketing Series)

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Wiley, 1999. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Why Negotiate? Negotiating Styles. Guerrilla Negotiating Weapons. Guerrilla Negotiating Tactics. Guerrilla Negotiating Power Words. Guerrilla Strategies That Fortify Your Position. How Guerrillas Win on Price. Opening Maneuvers. How to Find Out What They Want. Controlling the Negotiation. Gaining the High Ground. How to Keep the Deal Together. Appendix. Bibliography. Index. About the Authors. About the Guerrilla Group Inc.



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