



# The Negotiation Fieldbook

*Grande Lum*

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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 you with no-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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