



El negociador creativo (Spanish Edition)

Stephen Kozicki

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negocia con sus padres para poder organizar su fiesta. El comprador negocia el precio de un artículo o la fecha de entrega de una mercancía. Una negociación comercial tiene éxito cuando se logran resolver, gracias a la creatividad, las diferencias entre las dos partes, para llegar a un acuerdo. En esta obra el autor, reconocido negociador internacional, le explica cómo conducir una negociación. Le presenta y analiza los principios básicos, los diferentes componentes que determinan el éxito (entusiasmo, integridad, control de uno mismo, etc.), las motivaciones que están en juego (necesidad de éxito, retos, objetivos de empresa, etc.). Y sigue con las diferentes fases de la negociación (investigación, presentación, negociación propiamente dicha, acuerdo, etc.), las funciones a desempeñar (detective, abogado, juez, contable, etc.). Una obra interesante y práctica en la que el autor le explica todos los secretos que necesita para llegar a ser un negociador de prestigio. Se sorprenderá al conocer todo lo que puede obtener gracias a la utilización de técnicas inteligentes y eficaces. Los contratos extraordinarios pronto llegarán a ser una realidad cotidiana en su empresa.

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