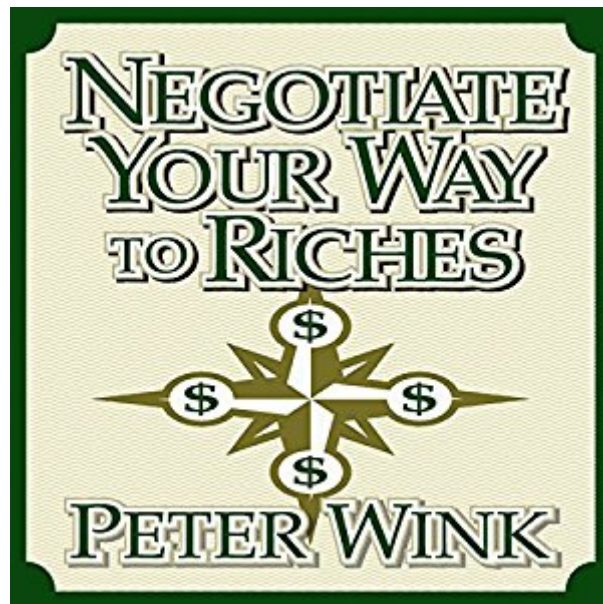


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# Negotiate Your Way To Riches: How To Convince Others To Give You What You Want



## Synopsis

Unlike any negotiating book you've ever heard! If you buy or sell anything personally or professionally, this audiobook can make or save you a fortune! This complete guide to negotiating great deals gives you step-by-step instructions to get anything you want for personal or business use for a fraction of the asking price...or, better yet, no money at all! Peter Wink, a recognized master negotiator, will teach you:

- How to develop the "negotiator's mindset"
- How to negotiate the best price on every personal or business purchase
- Thirty-six specialized negotiation tactics you can use immediately
- Ways to expose the other side's open and hidden agendas
- Five of the most unethical negotiation tactics that can be used against you
- Eleven tips for excellent communication during negotiations
- Eight common causes of conflict during negotiations and how to avoid them
- How to tell if the "other side" is bluffing
- Nine types of power you can use in any negotiation
- How to get people to trust you
- A seating arrangement that automatically gives you the advantage during negotiations
- How to use different types of discounts to your financial advantage
- How to predict the other side's next move by reading them like a children's book
- Step-by-step instructions to negotiate for salaries, raises, benefits, and other perks
- And much more!

## Book Information

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## Customer Reviews

This has to be one of the most irritating books that I have ever read. The author spends an excruciating amount of time going over trivial details. This book could be half of its length if he didn't use this poor writing style. The material itself is very scant, and there are many better negotiating books available. If this is your first Negotiation book then it may be useful, however if you are a

professional in the field or intend on gaining some new insights from this book you will be greatly disappointed. This problem is made worse by the fact that, the author constantly promises to introduce new tactics 'later' in the book - many of which he only spends a line or two on. In short, the author promises a great deal on the back cover and introduction, but fails to deliver on most of them. After reading this book, I felt like I wasted the last few hours. Now who do I negotiate with to get that time of my life back?

This book starts (or rather finishes) with a false claim. The back cover: "It's unlike any negotiating book you(...)'ve ever read. This book not only covers business negotiations, it also teaches you how to get deals on everyday personal purchases.(...)"

Problem #1: How does the author know what negotiating books I've read? Problem #2: Many books cover both business and personal life negotiations. Every review is a personal affair. You either connect with the author or you don't. I didn't. You either like his style or you don't. He comes along as cocksure, obnoxious little car salesman or a sleek guy who runs "Get rich quickly by investing in my company's property schemes" seminars. Now, he may be a nice, decent, hardworking guy, and he probably is. But that is not the way he comes across to me in his book. There are millions of "Always do this" and "Never do that" pieces of advice in this book. Too simplistic, and in some cases downright dangerous advice! Such as "Always squeeze everything you can out of every deal." Life is not Black and White and "squeezing" does not make a good negotiator. Many times the author introduces a concept (such as "red herring") and simply says "you'll learn about that in chapter 12". That is not only unsound methodologically and pedagogically, but annoying to readers. There is 1 (one) single illustration in this book, a flow chart of some sort, claiming to be a process model of communication and negotiation. It is a very poor and incorrect model indeed. Anybody who understands process flow-charting and negotiation would never accept this as a model of negotiation. Plus communication and negotiation are very different processes and cannot be represented by the same flowchart! It is like saying that kissing and sex are the same. Kissing may be part of sex (just as communication is one aspect of negotiation) but it is NOT sex! In conclusion, avoid like a plague (this book, not sex)!

I read this book and think it's not only written well but extremely informative. I think Peter teaches people how to use negotiating techniques in a format that everyone can understand and put to use in everyday life. He covers every area. Additionally I especially like how he tells you what to avoid in both personal and business deals. I highly recommend this book and have read it several times.

When you purchase it read it a few times and be sure to complete the exercises in the book as they are very helpful.

Great Book. Don't star negotiating without this book!

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