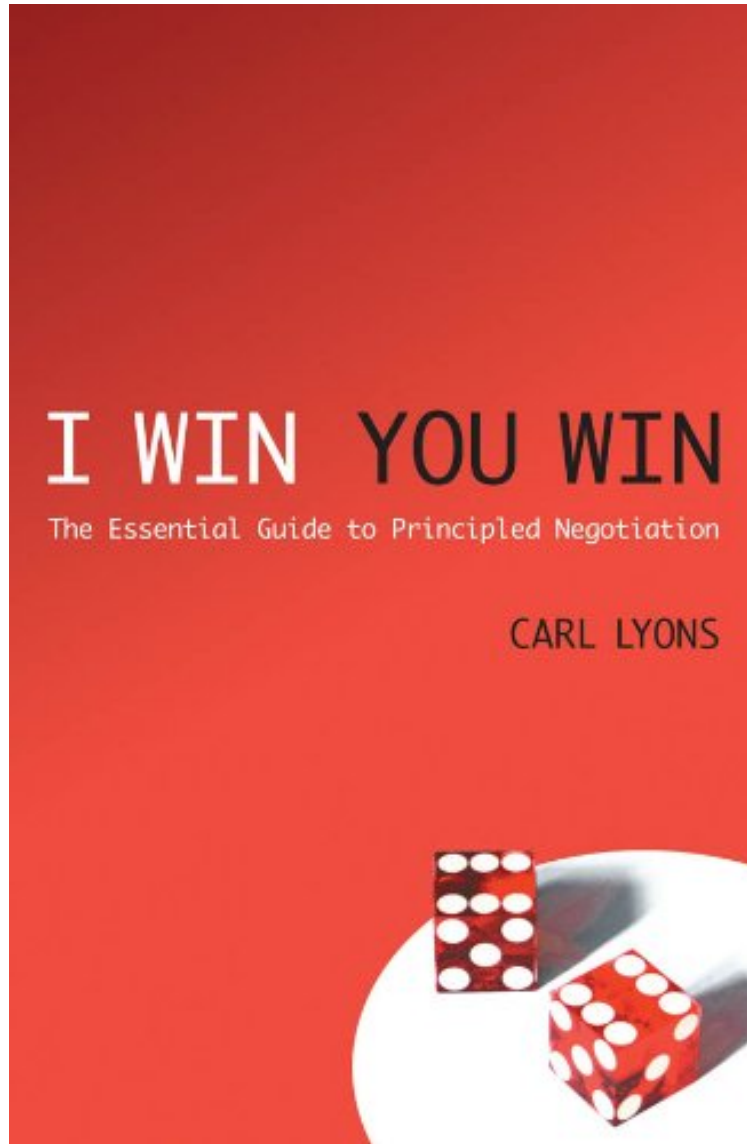


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# I Win, You Win: The Essential Guide to Principled Negotiation

*Carl Lyons*

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**Carl Lyons : I Win, You Win: The Essential Guide to Principled Negotiation** before purchasing it in order to gage whether or not it would be worth my time, and all praised I Win, You Win: The Essential Guide to Principled Negotiation:

Negotiation is an essential skill in all areas of life. It isa series of manoeuvres that we move through in order to get the bestpossible deal for ourselves, our company or organisation. How far wewill go to achieve our goals is where the rub

lies. Ideally, negotiations should be a 'win-win' experience. Full of useful exercises, case studies and accessible advice, this book will help readers achieve their goals by showing them how to: prepare effectively build rapport communicate openly enhance trust in their business I Win, You Win is a thought-provoking, inspirational and eminently practical aid to getting what you want without compromising your professional integrity.

'Full of useful exercises, case studies and tips to get the negotiator into that perfect win-win position. Ethical negotiation is a really sought-after skill, and this shows the way forward.' The Bookseller (March 2007) About the Author Carl Lyons is a life coach and organisational training consultant. He spent 10 years working for ICI in a variety of senior roles before setting up his own company, ReCreate. During his time at ICI, Carl trained executives in the techniques of ethical negotiation. Carl's first book, Skilful Living, was published in 2004.