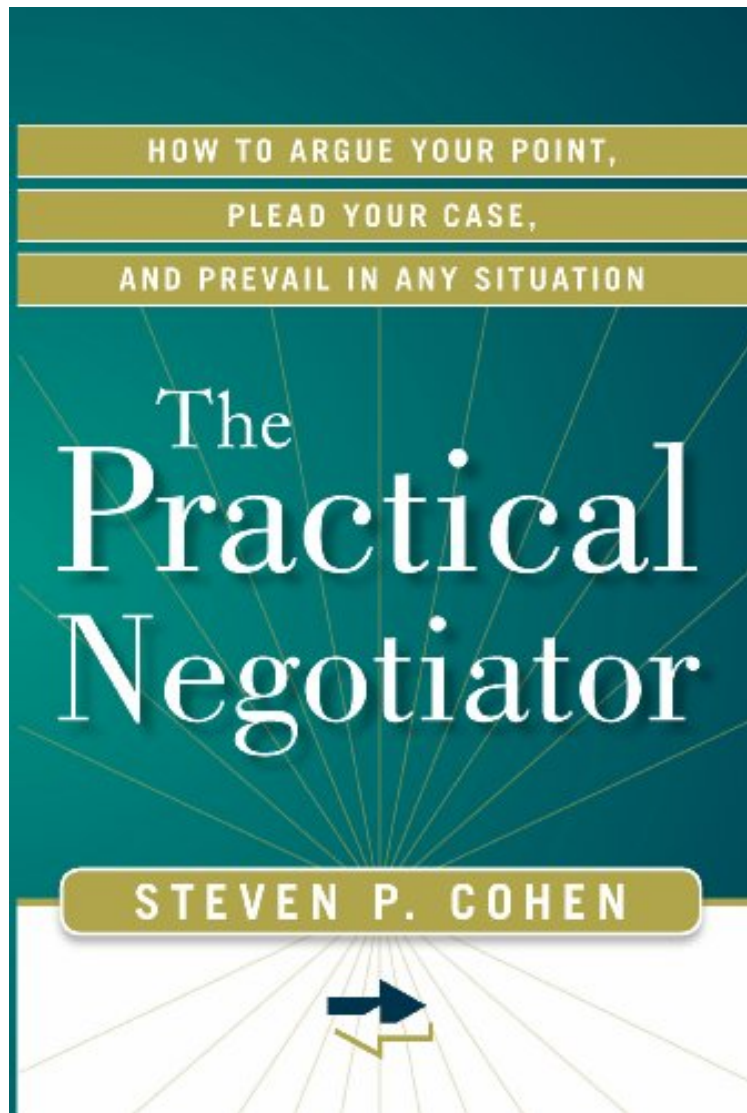


# The Practical Negotiator

Steven Cohen

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**Steven Cohen : The Practical Negotiator** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Practical Negotiator:

0 of 0 people found the following review helpful. Practical answers to a myriad of questions By Victoria Perez Steve Cohen's "The Practical Negotiator" has the perfect name for this book. Indeed, it gives very practical answers to a myriad of questions coming from very diverse people. It is fascinating to see how, despite the many different cultures, not only based on nationalities, but also within organizations, the questions are similar though with different flavors. Cohen's answers are practical and easy to follow. It demonstrates that no matter where the question comes from and knowing that every situation is different, by going back to the basics of interest based negotiation we can have a

successful negotiation. Using interest based negotiation, preparing well, communicating, knowing The Best Alternative to a Negotiated Agreement give us enough tools to adapt to every situation to negotiate and be satisfied with the result. 0 of 0 people found the following review helpful. Engaging, easily implemented tips and techniques for getting to 'Yes!' By Ilf If you're like me, the thought of negotiating makes a trickle of sweat run down your spine. It's a 'winner takes all' enterprise, and you'd best not make a misstep if you hope to achieve your goals, right? Wrong. Whether you're a neophyte or a seasoned pro, you can take away something of value from professional negotiator Steven Cohen's great handbook, 'The Practical Negotiator.' Cohen offers easily implemented tips and tons of 'real life examples' to bring his lessons to life. I walked away feeling like there was hope for me yet! 0 of 0 people found the following review helpful. QA style different, interesting, but lacking content. By Romolo Albuquerque The strictly QA style of the book is interesting, but lacks core content to the subject matter. I guess the keyword "practical" in the title hints that the examples found in the book are very specific. It is certainly of good use when combined with other more theoretical and less practical books on this subject. It was an easy read.

John F. Kennedy famously said, "Let us never negotiate out of fear, but let us never fear to negotiate." Everyone needs to reach agreement with others, but many people are overly fearful of what they think is a complex process. In *The Practical Negotiator*, Cohen demystifies negotiation, offering common-sense approaches anyone can use no matter what the issue. In more than two decades as a negotiator and trainer, Steven has worked with people and businesses in more than 85 countries. That experience taught him that, fundamentally, people everywhere face similar problems—on the job, as consumers, as neighbors, and with family and friends. *The Practical Negotiator* provides a broad range of real-life negotiating problems faced by people in dozens of countries from every continent (except Antarctica). Each question was submitted by a real person looking for advice. The book's down-to-earth approach, written in highly accessible language, will empower you to: Assess your interests and strengths and find ways to build on them Understand the situation and the possibilities at hand Increase your confidence in dealing with others Develop and implement simple, practical strategies to further your interests

About the Author Steven P. Cohen's careers in government and politics, in real estate development and management, and as a negotiation consultant for many of the largest businesses in the world have given him ample opportunity to hone both his own negotiating skills and those of his clients and students. In addition to his private sector consulting, he has been a professor at Groupe HEC (Paris) and Brandeis University's International Business School (Boston), as well as a visiting professor at other business schools in the United States and several European countries.