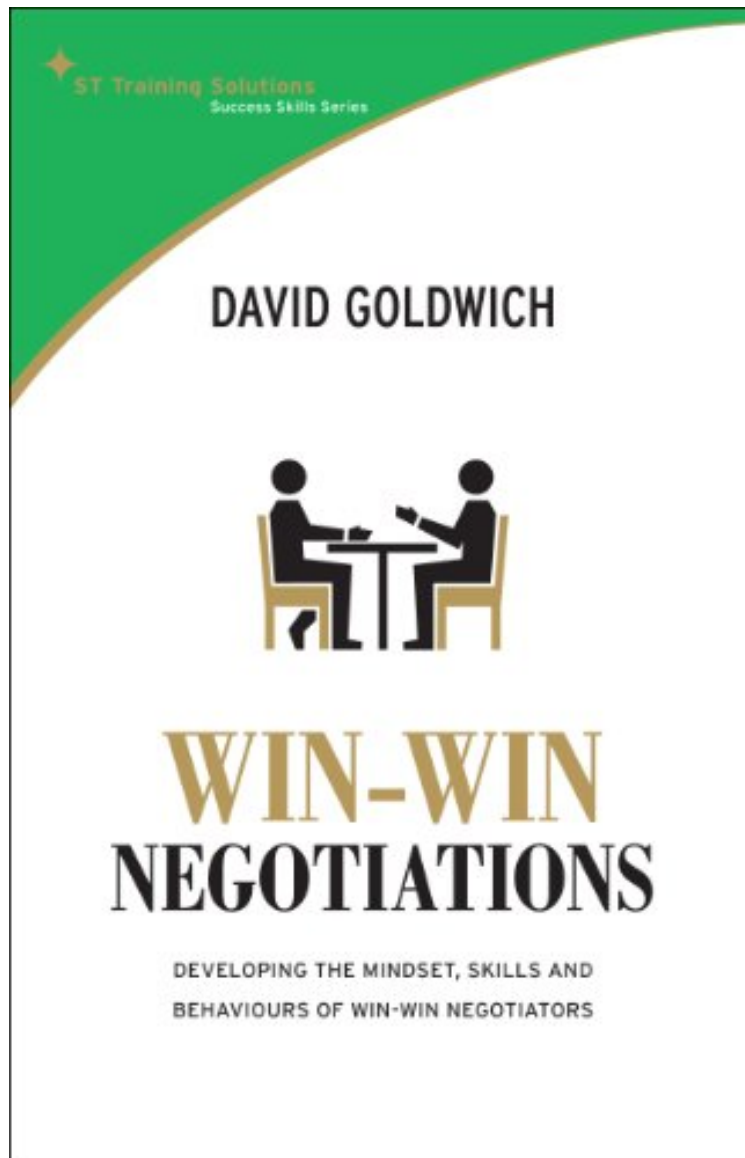


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Win-Win Negotiation Techniques

David Goldwich

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We all negotiate every day, whether we realise it or not. Yet few people ever learn how to negotiate. Those who do

usually learn the traditional, win-lose style. In today's interdependent world of business partnerships and long-term relationships, however, a win-win outcome is fast becoming the only acceptable result. Win-win negotiators value their business and social relationships—winning in a given negotiation is not as important as maintaining their winning relationships, but this does not mean they must sacrifice their interests. Win-win negotiators believe they can win both the negotiation and the relationship. Written in a lively, succinct and easy-to-read style, David Goldwich shows you how to develop the win-win negotiator's mindset and introduces the core skills and techniques to successfully negotiate win-win agreements. Learn the art of a win-win negotiation, and achieve win-win results in all your negotiations today!

About the Author David Goldwich is a professional speaker, author and trainer specialising in the area of persuasive communication, including Negotiation, Conflict management, Influence and Persuasion, Assertiveness, and Storytelling in Business. David has MBA and JD degrees and practised law in the United States for over a decade, arguing before judges and advocating before government and community bodies. David is trained as a mediator and has experience managing a small business. Born and raised in Miami, Florida, USA, David has been living in Singapore and working throughout Asia since 1999. He has also written numerous magazine articles and is a frequent guest on radio shows.