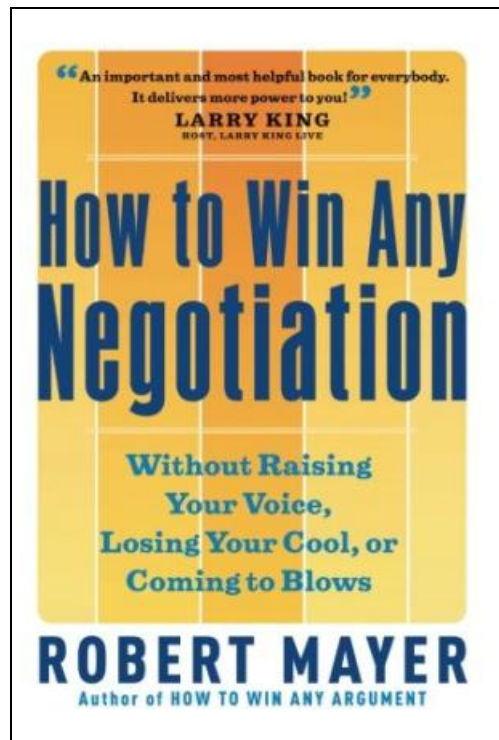


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Career Press. Paperback. Condition: New. 288 pages. Dimensions: 8.9in. x 6.0in. x 0.7in. PRAISE FOR THE BOOK: An important and most helpful book for everybody. It delivers more power to you! -Larry King, host, LARRY KING LIVE No magic elixirs or mumbo jumbo; just straight-talking, easy-to-understand, easy-to-remember, and easy-to-use principles of persuasion and negotiation secrets I've seen in action when Bob Mayer has successfully negotiated for me. -David Crosby, singer-songwriter (Crosby, Stills and Nash) Bob Mayer is a world-class negotiator who demystifies the art of getting what you want. -Nolan Bushnell, Father Of The Video Game Industry BOOK DESCRIPTION: Today's super negotiator has to be a versatile problem solver, seeking hard-bargain results with a soft touch. With punch and panache, Bob Mayer shows you how to make the grade, revealing powerful negotiating tools drawn from a unique blend of sources: Recent advances in psychology, linguistics, trial advocacy, sales, and management communication the cutting edge of the art of performance. Tips, tricks, and techniques from 200 of the world's master the legendary street and bazaar merchants of Bombay, Istanbul, Cairo, and Shanghai. Mayer's own been there, done that years as a lawyer representing thousands of clients (from foreign government agencies and mega-corporations to some of the world's best-known actors, authors, and athletes), negotiating deals on everything from amphitheaters to Zero aircraft. You'll learn what works and what doesn't when you're up against a stone wall or your ideas are being rejected or you're confronted with hostility and anger. Included is the highly acclaimed Deal Makers Playbook, a collection of step-by-step how-tos and what-tos for 38 common negotiating situations such as: Buying a car Leasing an apartment Dealing with the IRS Interviewing for a Job Buying a franchise Getting out of debt It's all here the fancy footwork and magic moves for outgunning, outmaneuvering, and out-negotiating the other person. And...

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