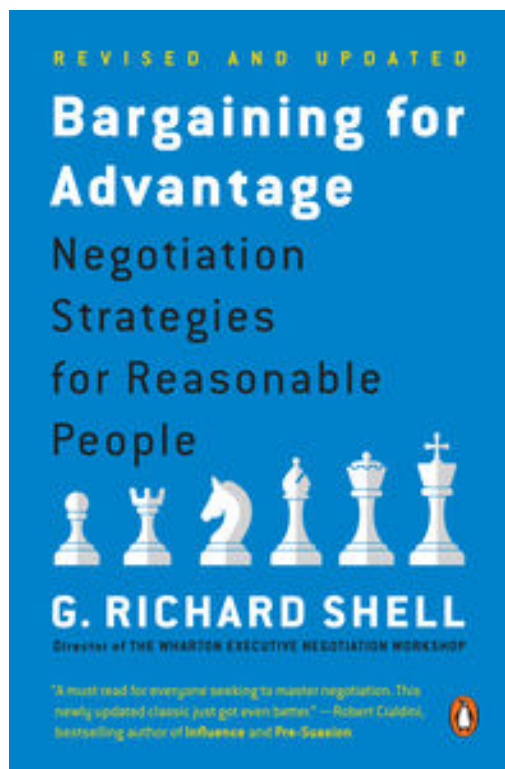


Descargar Libro En Línea PDF Epub Mobi Español Bargaining For Advantage - G. Richard Shell



Descargar libro en línea PDF epub mobi Español Bargaining for Advantage G. Richard Shell , BRAND NEW FOR 2019: A fully revised and updated edition of the quintessential guide to learning to negotiate effectively in every part of your life

"A must read for everyone seeking to master negotiation. This newly updated classic just got even better."—Robert Cialdini, bestselling author of *Influence* and *Pre-Suasion*

As director of the world-renowned Wharton Executive Negotiation Workshop, Professor G. Richard Shell has taught thousands of business leaders, lawyers, administrators, and other professionals how to survive and thrive in the sometimes rough-and-tumble world of negotiation. In the third edition of this internationally acclaimed book, he brings to life his systematic, step-by-step approach, built around negotiating effectively as who you are, not who you think you need to be. Shell combines lively stories about world-class negotiators from J. P. Morgan to Mahatma Gandhi with

proven bargaining advice based on the latest research into negotiation and neuroscience. This updated edition includes:

This updated edition includes:

- An easy-to-take "Negotiation I.Q." test that reveals your unique strengths as a negotiator
- A brand new chapter on reliable moves to use when you are short on bargaining power or stuck at an impasse
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