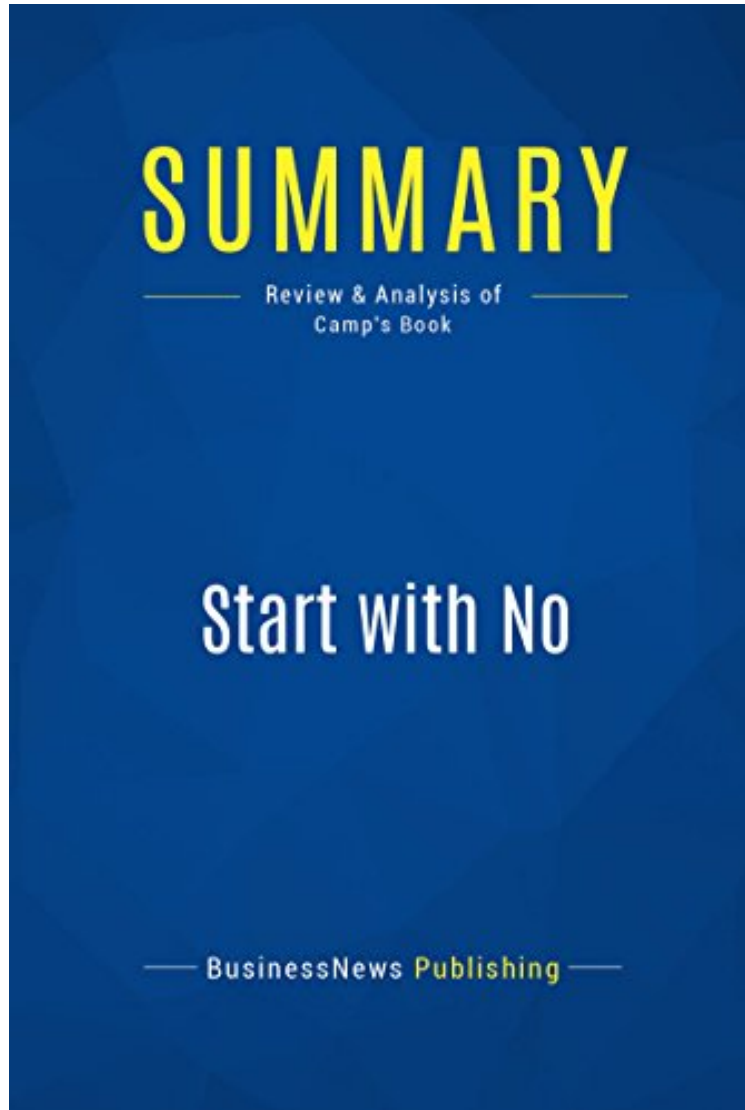


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The must-read summary of Jim Camp's book: "Start with No: The Negotiating Tools that the Pros Don't Want You to Know". This complete summary of the ideas from Jim Camp's book "Start with No" shows how we all make negotiations every day of our lives and it's important to develop strong

negotiation skills. In his book, the author explains why a 'win-win' situation is the wrong approach to negotiations and why all good negotiations start with a 'no'. By following this advice, you will give your fellow negotiator an opportunity to think more rationally and, in turn, get a more worthwhile result. Added-value of this summary:

- Save time
- Understand the key principles
- Expand your negotiation skills

To learn more, read 'Start with No' and start perfecting your skills and get more out of your negotiations.