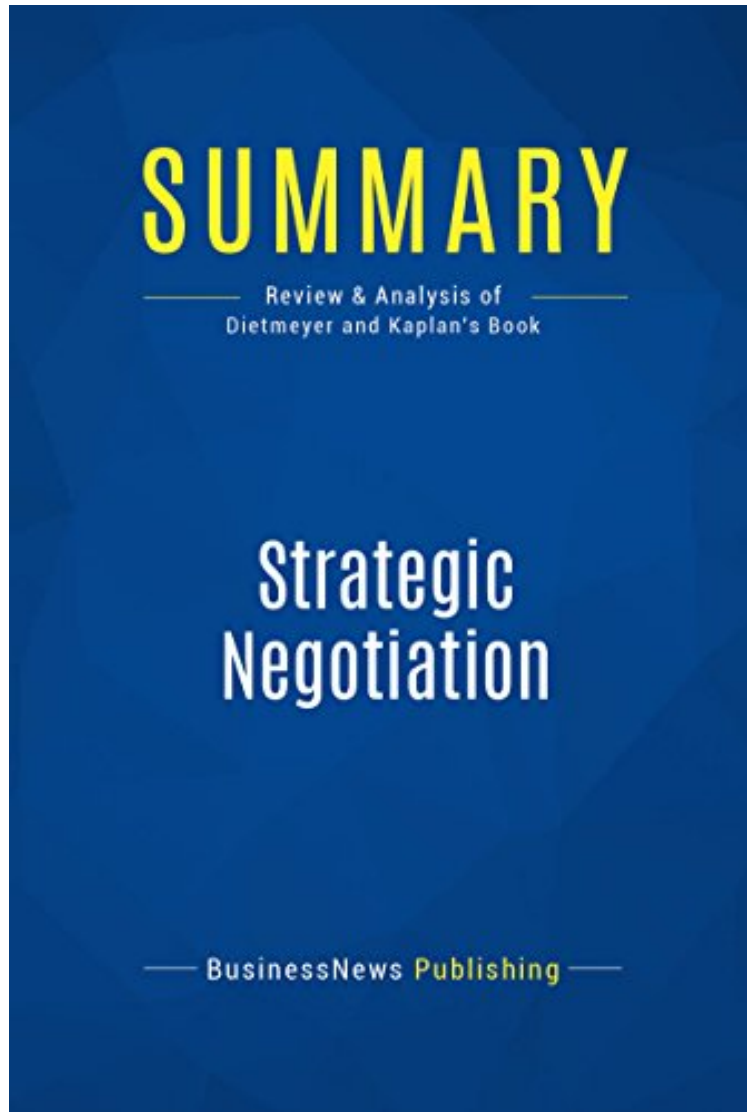


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The must-read summary of Brian Dietmeyer and Rob Kaplan's book: "Strategic Negotiation: A Breakthrough 4-Step

Process for Effective Business Negotiation". This complete summary of the ideas from Brian Dietmeyer and Rob Kaplan's book "Strategic Negotiation" shows that negotiating effectively isn't really an art. It is a science or process that can and should be systemised as deals are becoming more and more complex. In their book, the authors provide a formal four-step process for strategic negotiation which will take the guesswork out of negotiating and enable you to blueprint each transaction. This summary explains each of these steps and how you can apply them. Added-value of this summary:

- Save time
- Understand key concepts
- Improve your negotiation skills

To learn more, read "Strategic Negotiation" and discover the key to becoming a world-class negotiator.