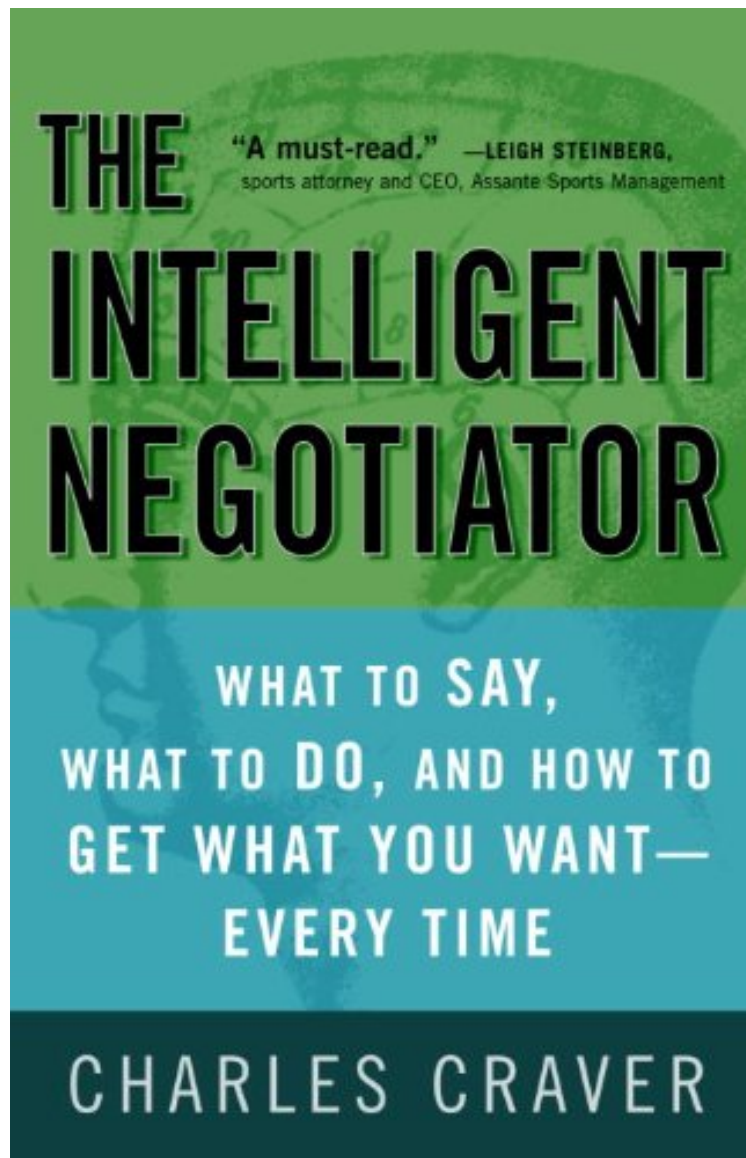


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The Intelligent Negotiator: What to Say, What to Do, How to Get What You Want--Every Time

Charles Craver

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Nearly every professional interaction you have during your career will involve a negotiation of some sort. Whether you're closing a million-dollar deal with a client, bargaining over your own terms of employment, or delegating duties among your coworkers, the key to successful negotiation is possessing intelligence. But intelligence doesn't mean just having smarts. It means knowing your opponents inside and out: how they respond under stress, what tricks they try to pull to catch you off guard, and how to negotiate a fair deal that makes both sides happy. It means knowing what they will ask for before they ask, what they are willing to give before they give, and where they will draw the line before they walk away from the table. The Intelligent Negotiator is your complete and practical guide to understanding and mastering effective negotiating skills. Author and negotiation expert Charles Craver goes beyond the basic principles of negotiation and gets down to the nitty-gritty steps of the process, including what kinds of clothes to wear to help you succeed, where to sit in a room during an important negotiation, what questions to ask, how to listen and watch effectively, how to present your offers, and, most importantly, when to give and when to take. Mr. Craver has taught the ins and outs of effective negotiation to more than 60,000 professionals from around the globe over the past 25 years. In this easy-to-use book, he reveals his never-fail techniques that will give you the confidence and persuasiveness of a seasoned pro. You'll discover how to:

- Identify the different types of negotiating techniques, when to use each one, and how to counter them
- Close a deal properly to avoid last-minute demands
- Walk away from a deal without losing your cool
- Prepare for the unexpected, master the mental game, and avoid psychological entrapment
- Understand the different stages of the negotiation process and what to do in each
- And much, much more

Packed with interactive exercises, insightful anecdotes from the author's own career, and invaluable lessons on building a personal negotiating style, this is your complete guide to bargaining and deal-making the right way—with intelligence. From the Hardcover edition.

Praise for The Intelligent Negotiator: "Charles Craver imparted invaluable lessons in the art of negotiation in the course I took from him 30 years ago. The Intelligent Negotiator is a must-read for anyone looking to maximize his success in competitive business. It brims with compelling strategies for achieving superior results." — Leigh Steinberg, sports attorney and CEO, Assante Sports Management "Charles Craver is that welcome rarity—a leading academic who possesses a sure grasp for the practicalities of everyday negotiating. And unlike many of his peers, Craver is not embarrassed about making a good deal for his side of the table." — James C. Freund, author of Smart Negotiating "An excellent guide to obtaining your negotiating goals. For those wanting to achieve better results at the bargaining table, this is an invaluable resource." — Andrew M. Kramer, partner, Jones Day Reavis Pogue "I rely often on the powerful insights of Professor Craver. He fully appreciates the subtleties of the process of negotiation. I hope my adversaries don't read this book." — Lory Babby, attorney for professional athletes "Charles Craver goes beyond the traditional approaches to bargaining. Read this book and you will dramatically enhance your negotiating skills." — Ambassador John W. McDonald, chairman, Institute for Multi-Track Diplomacy From the Hardcover edition. From the Inside Flap Nearly every professional interaction you have during your career will involve a negotiation of some sort. Whether you're closing a million-dollar deal with a client, bargaining over your own terms of employment, or delegating duties among your coworkers, the key to successful negotiation is possessing intelligence. But intelligence doesn't mean just having smarts. It means knowing your opponents inside and out: how they respond under stress, what tricks they try to pull to catch you off guard, and how to negotiate a fair deal that makes both sides happy. It means knowing what they will ask for before they ask, what they are willing to give before they give, and where they will draw the line before they walk away from the table. "The Intelligent Negotiator is your complete and practical guide to understanding and mastering effective negotiating skills. Author and negotiation expert Charles Craver goes beyond the basic principles of negotiation and gets down to the nitty-gritty steps of the process, including what kinds of clothes to wear to help you succeed, where to sit in a room during an important negotiation, what questions to ask, how to listen and watch effectively, how to present your offers, and, most importantly, when to give and when to take. Mr. Craver has taught the ins and outs of effective negotiation to more than 60,000 professionals from around the globe over the past 25 years. In this easy-to-use book, he reveals his never-fail techniques that will give you the confidence and persuasiveness of a seasoned pro. You'll discover how to:

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