Control the Negotiation Before It Begins

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HBW Insider Interview

Complex books and articles offer advice on how to play both shades-of-gray strategies and tactics. But most people don't have the time or inclination to read such lengthy tomes. Yet some of the contents of those books and articles offer ideas that are so powerful and so simple that they are guaranteed to improve your negotiating results. Perhaps the most powerful and simple idea is that you can control the negotiation before it begins. Yes, you can. Yes, you can. Yes, you can