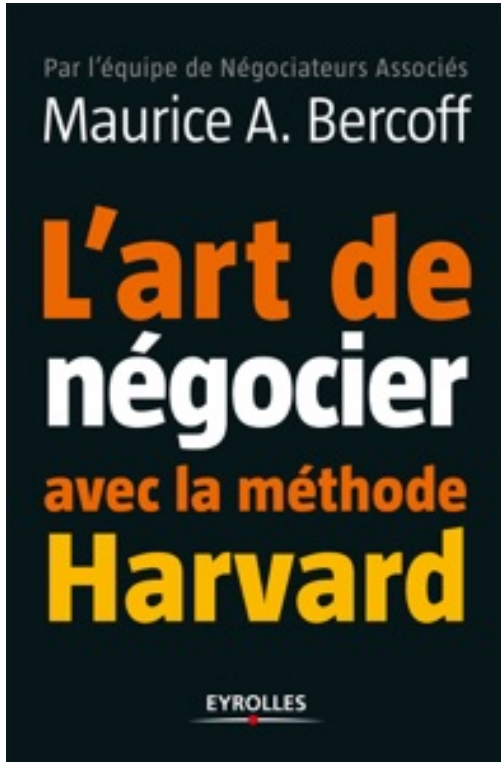


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La négociation est une rencontre, un échange qui mérite mieux qu'une improvisation. Elle nécessite donc une véritable préparation, l'enjeu étant souvent de taille.

Cet ouvrage, basé sur les techniques enseignées à Harvard et parcouru d'exemples pratiques tirés de la vie quotidienne et professionnelle, vous aidera à vous poser les bonnes questions avant et pendant une négociation : Comment identifier les besoins de la partie adverse et anticiper ses attentes ? Sur quels points est-elle susceptible de faire des concessions ? Quels sont vos objectifs les plus importants ? Avez-vous des alternatives ou un "plan B" ? Comment interpréter les non-dits et les réactions de son interlocuteur ? Votre offre est-elle suffisamment crédible pour ne pas être rejetée ?

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