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Brian Tracy

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Brian Tracy : Negotiation (The Brian Tracy Success Library) before purchasing it in order to gage whether or not it would be worth my time, and all praised Negotiation (The Brian Tracy Success Library):

4 of 4 people found the following review helpful. NegotiationBy SuccessYou simply cannot go wrong buying any of Brian Tracy's works. Whether it be books, Cd's, DVD's, audio programs or training in any form, he is an acknowledged master who has "been there and done that." From a nobody with nothing, to a multi, multi-millionaire, he teaches you what really works, not just theory or conjecture as so many others do. He has changed more lives for the better than you can possibly imagine. I know...he changed mine!1 of 1 people found the following review helpful. It's Okay.By CaltommyNeeded to hold a training session for my staff so I bought this book. Lots of stories about his successes but not a lot of how to. There are gems in there but you have to find them. Good airplane book and then

leave behind for the next passenger. 0 of 0 people found the following review helpful. A must for negotiators
By Benjamin G. Brian Tracy is one of my favorite business authors, and I think the best one related to sales. That's precisely what surprised me when I found that he also writes about other areas of management. Negotiation is at this moment one of the areas that I need to improve and this book have given a great insight on the matter. It covers all the basic stuff and works as a good foundation of getting the necessary skills to be a good negotiator. I highly recommend this book.

Negotiation is an essential element of almost all of our interactions—personally and professionally. It's part of how we establish relationships, work together, and arrive at solutions for our clients, our organizations, and ourselves. Simply put, those who don't negotiate well risk falling victim to those who do. Throughout his career, success expert Brian Tracy has negotiated millions of dollars worth of contracts. Now, with this concise guide, you too can become a master negotiator and learn how to:

- Utilize the six key negotiating styles
- Harness the power of emotion in hammering out agreements
- Use time to your advantage
- Prepare like a pro and enter any negotiation from a position of strength
- Gain clarity on areas of agreement and disagreement
- Develop win-win outcomes
- Use the power of reciprocity
- Know when and how to walk away
- Apply the Law of Four

Plus much more! Smart negotiation can save you time and money, make you more effective, and contribute substantially to your career. Jam-packed with Brian Tracy's trademark wisdom, this practical and portable book puts the power of negotiation right in your hands.

"A new multi-volume series of pocket-sized, hardbound books interweaves nuggets of wisdom from Tracy with engaging real-life examples and practical tools, tactics and strategies." --Sales Marketing Management
"Reinforcing Tracy's belief that negotiators are made, not born, Negotiation, makes developing this vital skill easily manageable for anyone—especially busy managers." --Smart Supervision From the Back Cover

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And much more. Packed with Tracy's trademark wisdom, this portable book keeps the power of expert negotiation close at hand. About the Author BRIAN TRACY (Solana Beach, CA) is the Chairman and CEO of Brian Tracy International, a company specializing in the training and development of individuals and organizations. One of the top business speakers and authorities in the world today, he has consulted for more than 1,000 companies and addressed more than 5,000,000 people in 5,000 talks and seminars throughout the United States and more than 60 countries worldwide. He has written 55 books and produced more than 500 audio and video learning programs on management, motivation, and personal success.