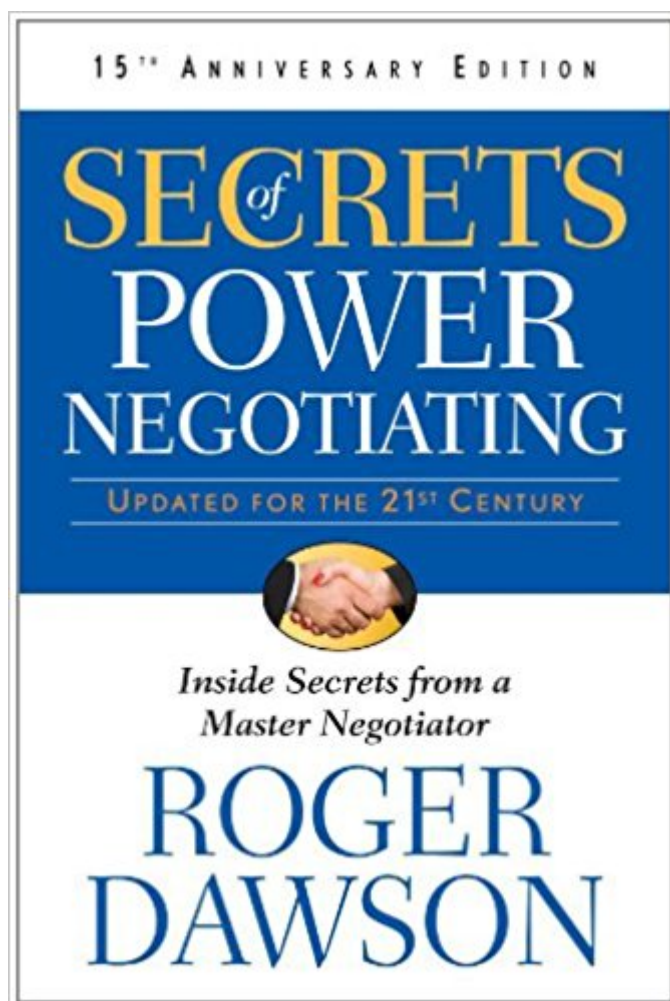


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# Secrets Of Power Negotiating, 15th Anniversary Edition: Inside Secrets From A Master Negotiator



## Synopsis

Roger Dawson's *Secrets of Power Negotiating* has changed the way American business thinks about negotiating. Thinking "win-win"--looking for that magical third solution in which everyone wins but nobody loses--can be a naive and ultimately unsuccessful approach in today's tough business environment. *Power Negotiating* teaches that the way you negotiate can get you everything you want and still convince the other side that they won also. This third edition has been completely revised and updated to reflect the changing dynamics of business today. New and expanded sections include: Twenty sure-fire negotiating gambits. How to negotiate over the telephone, by e-mail, and via instant messaging. How to read body language. Listening to hidden meanings in conversation. Dealing with people from other cultures. How to become an expert mediator. *Secrets of Power Negotiating* covers every aspect of the negotiating process with practical, proven advice, from beginning steps to critical final moves: how to recognize unethical tactics, key principles of the *Power Negotiating* strategy, why money is not as important as everyone thinks, negotiating pressure points, understanding the other party and gaining the upper hand, and analyses of different negotiating styles.

## Book Information

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## Customer Reviews

"I can't believe it! Here's a book that is packed with wisdom that will help anyone improve their life and yet it is easy and fun to read! Amazing!"--Og Mandino, author of *The Greatest Salesman in the World*  
A fast, entertaining read that should be required reading for anyone who deals with people.

Highly recommended."--Ken Blanchard, coauthor of The One Minute Manager"Roger Dawson's great book will help you create and expand one of the most critical skills to life-long success."--Anthony Robbins, author of Unlimited Power and Awaken the Giant Within

Roger Dawson is the founder of the Power Negotiation Institute and one of the country's top experts on the art of negotiating--SUCCESS Magazine calls him "America's Premier Business Negotiator." As a full-time speaker since 1982, Roger has travelled the world to teach business leaders how to improve their profits using his Power Negotiating techniques. He has trained executives at some of the world's largest companies, including General Foods, General Motors, Xerox, IBM, and Harvard Medical School, and conducted seminars around the world. He resides in La Habra Heights, California.

I listened to the audio book version of this years ago. This book is a classic on negotiations. Many books talk about WIN WIN negotiating. The problem is that's like going into an MMA match knowing nothing more than Marquis de Queensbury rules boxing. It puts you at a negotiating disadvantage when you're up against someone who simply doesn't care about WIN WIN. This books teaches you some of the basic techniques and maneuvers that people use so that you're prepared for the negotiations.

Roger Dawson is the undisputed master of negotiating and this book is known throughout the world as THE go to text for all things negotiation. If your book budget allows only one purchase, this is the one to get! HUGE 300+ pages, professionally written, expert knowledge, easy to follow concepts and a winning attitude all go together to make this book worth thousands of dollars to those who want to learn the art of negotiations. Are there any "secrets" revealed?? No, not in the strict sense of the word, but most people will learn new tactics and strategies from the master of power negotiations, Roger Dawson. \$1.99 on Kindle is an unbelievable deal!

You are truly missing out if you are a business owner and you haven't read the book. Here is my story about the book:I purchased Roger's book "The Secrets of Power Negotitating" because a blogger I follow ( Ramit Sethi) highly recommended it. It was very interesting to read how people negotiated, I just couldn't put the book down.I run a kids clothing boutique on etsy:<https://www.etsy.com/shop/BloomsNBugsBecause> all my sales and purchases are online, there is not much scope of applying many of the techniques Roger taught in his book ( or so I

thought). However, when one of my dresses sold after reading this book, I recalled one of the chapters - The best time to upsell something to a customer is right after they have made a purchase...a light bulb went off.I immediately sent my customer an email thanking them for the purchase and asking them if she would like to buy an accessory to go with the dress...and lo and behold! she said yes!! I couldn't believe it! Since then I have sold many accessories just by writing an email after the purchase. I made back the price of the book within 2 sales. I can't even imagine what people who are in a direct sales business would be doing with this book.

I've been in business for many years and read several negotiating books. This one has the most usable, real world stuff of any of them. This book should be REQUIRED reading for anyone who wants to get more from their regular dealings.

The secret of getting what you want is all about negotiation. The better negotiator you are the better chances you have at a positive outcome. Some people seem to be born with the ability to negotiate but that doesn't mean that others can learn the skills that will improve their abilities. This book is thus an excellent resources for those who want to under the practicalities and winning strategies behind successful negotiation. For those who are not born negotiators I think that it will take a few readings of this book to implement all the strategies covered. To improve any skill takes practice and this book gives you the guidance on the techniques to practice. Conversely, the book will also help you understand when these techniques are being implemented by opponents, which again will certainly give you a leg up. The book is easy to read, comprehensive and most important enjoyable. If you want to improve your negotiating skills with practical tips and strategies then this book is certainly worthwhile. However, given the breath of material covered it is probably something that you are going to need to keep studying to assimilate all the techniques outlined by the author.

Simply Remarkable. Everyone should read this book, because it would make life simply better by helping to deal better with conflict. This is one of the best if not the best book on negotiating I have read. It's a book that I would be reviewing from time to time. Using the techniques, tools and skills I have learnt to make win win situations for my business and life. It can do the same for you. The book you don't read, won't help. Invest in this book today, you will be glad you did. You certainly don't want be less skilled negotiator in a business deal. Go negotiate with power!

Being a real estate agent, I have to use negotiating all the time. This book is a bible on negotiating.

It's impossible not to pick up negotiating tips while reading it no matter how long or how you are using negotiations. Strongly suggest that you pick this up. It's a quick read - not boring at all. If you haven't read it, get it and sit down and read it.

This is the third time I purchase this material and currently have it on book and Kindle versions. I first heard the program "Secrets of Power Negotiating: Inside Secrets from a Master Negotiator" by Roger Dawson over a decade ago on cassette format. It really opened my eyes about what others were doing to me every day. Once I understood it then, I could respond more appropriately and could also use the same approach to accomplish win-win results myself. Before being aware of this material I thought that there wouldn't be anything new in it since I was already in sales for another 10 years and had read many books about the subject. Not so, this material is not covered on common sales or negotiating books as far as I know. I'm sure it is covered somewhere because I see it being used in all high level negotiations being it political, Union, International or even in public service. It doesn't matter if we negotiate with others or if we sale anything or not. Being aware of the material covered on this book is a must for everyone who wants to stay ahead of the masses. Regardless of your age, student or professional, I believe this book will change your view of the world and perhaps even your future outcome.

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