



Negociación (La biblioteca del éxito) (Spanish Edition)

Brian Tracy

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Negociación es un elemento esencial de casi todas nuestras interacciones —personalmente y profesionalmente. Es parte de cómo establecemos relaciones, trabajamos juntos y encontramos soluciones para nuestros clientes, nuestras organizaciones y nosotros mismos. Sencillamente, quienes no negocian corren el riesgo de ser víctimas de los que sí. A lo largo de su carrera, el experto en éxito Brian Tracy ha negociado varios contratos de millones de dólares. Ahora, con esta breve guía, usted también puede convertirse en un maestro negociador y aprender a:

- Utilizar los seis estilos clave de negociación
- Aprovechar el poder de la emoción en forjar acuerdos
- Usar el tiempo a su favor
- Prepararse como un profesional y entrar en cualquier negociación desde una posición de fuerza
- Obtener claridad sobre las áreas de acuerdo y desacuerdo
- Desarrollar resultados gana-gana
- Utilizar el poder de la reciprocidad
- Saber cuándo y cómo alejarse
- Aplicar la Ley de cuatro
- Y mucho más

La negociación inteligente le puede ahorrar tiempo y dinero, le hacen más eficaz, y contribuyen sustancialmente a su carrera. Repleto de la marca sabiduría de Brian Tracy, este práctico y portátil libro pone el poder de negociación en sus manos.

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