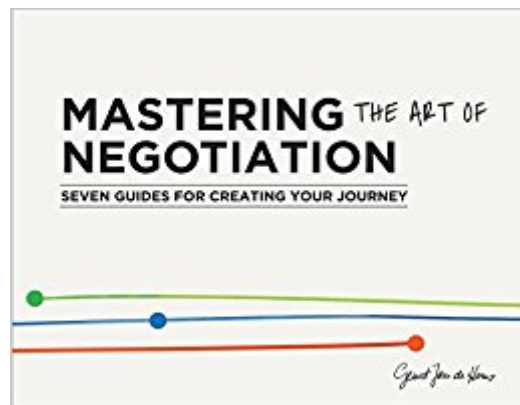




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# Mastering The Art Of Negotiation: Seven Guides For Creating Your Journey



## Synopsis

You are negotiating every day, whether it's with business partners, colleagues, in the community or at home. The challenge isn't to get as much for yourself as you can at the other's expense. It's in the art of searching together for possibilities that serve as many interests as possible. The premise of this book is that it's both possible and necessary to create value together, distribute the consequences fairly, while strengthening the relationship. In times where 'win as much as you can' is on the rise worldwide, this is a refreshing alternative. 'Mastering the Art of Negotiation' goes beyond deal-making situations. It covers decisionmaking, solving problems together, leading and cooperating, creating partnerships, handling difficult situations, and managing the games people play. The book gives seven practical guides that help you prepare and manage negotiations at moments when the complexity and uncertainty increase. These guides create a comprehensive framework for your ongoing learning and development as a negotiator.

## Book Information

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## Customer Reviews

Geurt Jan de Heus is a medical doctor by training. After several years in management positions in the pharmaceutical industry, he changed his life and career to join RoutsLaeven. This small agency, founded 30 years ago, specialises in negotiation training, coaching and consulting. Geurt Jan is passionate about making the world a better place through more 'constructive dialogues'. These dialogues are grounded in an open and exploratory mindset, with respect

for others and yourself, aiming for fair distribution and fair processes. Helping others to live out these principles with confidence and agility – even when confronted with the oppositional win-as-much-as-you-can style – is an important part of his mission. With his 20-plus years Geurt Jan is frequently asked to act as an advisor during difficult negotiation processes involving the public sector, larger corporations and family businesses.

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