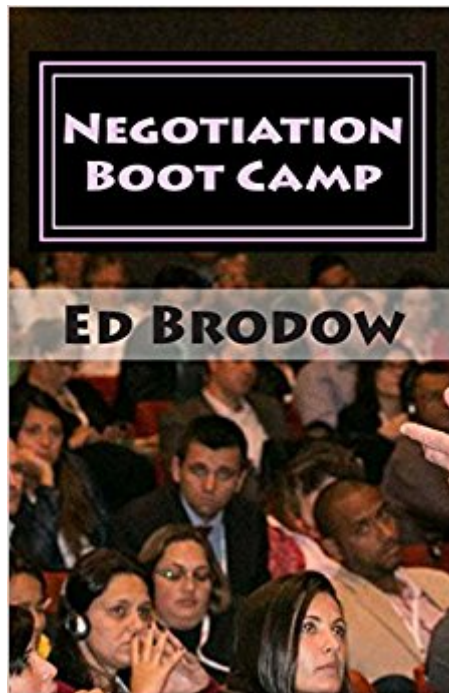


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# Negotiation Boot Camp: How To Resolve Conflict, Satisfy Customers, And Make Better Deals



## Synopsis

**YOU NEVER STOP NEGOTIATING.** Give yourself an edge with this brand new second edition of the bestselling book by negotiation expert Ed Brodow, creator of the acclaimed Negotiation Boot Camp® Seminars. Brodow arms us with the same proven strategies and tactics he teaches to the professional negotiators at Microsoft, Goldman Sachs, The Hartford, Learjet, Novartis, McKinsey, the IRS and the Pentagon. Using a wealth of examples from real-life encounters, Brodow reveals how to develop the skills and the confidence you need to achieve your goals at work and in your personal life. After completing Brodow's basic training program, you will have learned how to: Conquer your fear of confrontation and overcome the negative behaviors that hold you back. Identify and develop your personal negotiation style. Assess the other side's strengths and weaknesses. Get the other side to make concessions without giving up any of your goals. Master the art of listening to understand the other side's position and strengthen your own. Avoid getting sidetracked by personal or emotional issues. Create an atmosphere of trust in which the other party is a collaborator rather than a competitor. Break through impasses and close the deal. If you are interested in upgrading your negotiating skills, Negotiation Boot Camp is the book to read. From Library Journal: "Negotiation expert Brodow has put his popular corporate Negotiation Boot Camp seminar into book form, offering a 12-week course (a chapter a week) wherein 'recruits' learn different skills until they can intrepidly tackle the trickiest negotiations. While his building blocks have relevance in the workplace with clients, staff, and management, Brodow's advice, garnered from the streets of his hometown of Brooklyn, NY, and his Fortune 500 clients, proves handy for everyday situations as well. Readers, for instance, will learn about buying a car or negotiating medical fees."

## Book Information

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## Customer Reviews

I liked this book a lot. Most negotiating books are either so complicated that you'd have to be an ambassador to understand them or so aggressive in their tactics that you wouldn't want to use them. This book is a perfect balance of ethical methods that will make you a winner. Ed Brodow is a competitor of mine on the negotiating lecture circuit and he has done an excellent job of distilling his all-day boot camp into a highly readable book. From Roger Dawson, Author of "Secrets of Power Negotiation."

The best book on negotiation ever written! Most of these books are boring and trite. I read this one yesterday and it has already made money for me in a pending business deal! Ed Brodow teaches negotiating to the pros at Microsoft, AT&T, Starbucks, the Pentagon, etc. These people don't fool around, so you know this is the real McCoy! His boot camp runs you through all the elements of a successful negotiation, from creating your targets and strategies, to dealing with tough-to-handle tactics, and when to walk away. He leaves it up to you to decide whether you want to be an adversarial or cooperative negotiator, although he describes how the win-win approach can make your life a lot easier. He also shows how to negotiate for personal items like your salary, department store purchases, and medical bills. Each chapter includes plenty of real-world examples from both business world and day-to-day situations. I have to agree with former SEC Chairman Harvey Pitt: "Negotiation Boot Camp shows us how to succeed - not just in negotiations but also in life itself. This is a must-read."

I LOVE THIS BOOK! I have been trying to find a good book on negotiating for years. Women really must learn to hone their negotiating skills. As soon as I got into the book I realized that, to one degree or another, I have been negotiating for years about all kinds of things. What I needed to know was that there is almost nothing that is not up for negotiation. I started practicing and found that just about everything I thought was "writ in stone" - was not! I satisfactorily navigated several small things, like phone and credit card payments, cost of my bank checks and even a barter situation I had previously thought impossible. But today was the ultimate test: my car broke down and I was quoted a dozen repairs on it. For one thing, it turned out that it really only needed three immediately. The cost was very high. My husband walked around grumbling and ready to rip up a tree when I gave him the quote. He said, "Oh, just get it done. Call them back and agree to it." Well,

I did call them back. But I told them that we only had so much money in the bank, that my husband's truck had recently been stolen (ok, so it was a year ago) and we were really hurting financially (who isn't?). They told me to hold the line and came back with a quote that was HALF the original! I felt like a hero! I went out to my husband and told him what had happened. He said, "How can that be?" I said, "Negotiation Boot Camp," that;s how!" Thank you to this wonderful author. I will use these newly-discovered skills for the rest of my life, and it just makes life more fun. I can hardly wait to negotiate the next conundrum, whether it be commercial or social. Yay!

Wow! I have read many books on negotiation over the years. This is the one that quickly succinctly and immediately does the job. His ten tips and the supporting examples are exactly what any salesperson absolutely needs to know and use. 1. Develop "Negotiation Consciousness" 2. Be a good listener 3. Be prepared 4. Aim high 5. Be patient 6. Focus on satisfaction 7. Don't make the first move 8. Don't accept the first offer 9. Don't make unilateral concessions 10. Always be willing to walk away. There is more much more in this tiny treasure. Buy it, read it regularly and do not lend it!

As a senior executive, I have negotiated for years and I always thought I knew what I was doing. Reading Mr. Brodow's classic book, I realize that many of the things I have been doing were not only wrong, they were sabotaging my business dealings. Negotiation Boot Camp explained to me in a clear and concise way how to do it correctly. The right questions to ask. The inner game of negotiation, so to speak. Brodow is especially good in his application of his "three rules for win-win negotiating" to managing and motivating employees. The bonus is all of the non-business ideas, such as negotiating at Bloomingdale's and with the I.R.S.

I had read several negotiation books by professors at Harvard or wherever and they put me to sleep. Here is a book that reads like a novel and comes alive with fascinating stories of successful-and unsuccessful-negotiations. The author has a great sense of humor and obviously does not take himself too seriously. He gives you the impression of a close friend who is advising you on how to make deals. At the same time, this enjoyable book is loaded with useable ideas and techniques. Every page contains ways to make you more successful in all aspects of your life. Don't miss it.

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