



Gain the Edge!: Negotiating to Get What You Want

Martin Latz

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"Martin Latz's *Gain the Edge!* is the best book I've ever read on negotiation strategy. If you negotiate for a living or only occasionally, Latz gives you the tools and tactics to succeed before you sit down at the table. Whether it's negotiating Randy Johnson's contract or the purchase of your next car, *Gain the Edge!* is clear, concise, and unfailingly useful."

--Jerry Colangelo, Chairman and CEO, Arizona Diamondbacks and Phoenix Suns

There's always more to learn about negotiation. That one new strategy or tactic you gain from this book may make the difference between your walking away a winner and leaving empty-handed. The margin of difference can be infinitesimal, yet the ramifications are often huge.

Negotiating a new salary? Buying a car or a house? Closing a deal with a big client? Discussing where to vacation with your spouse? We negotiate every day. Yet most of us negotiate instinctively and don't give the process the strategic attention it deserves. We suffer as a result.

Now negotiation expert Martin E. Latz reveals an easy-to-use strategic template you can use in every negotiation. This is not ivory-tower advice, or advice just based on instincts and experience: The tactics and techniques here come from the most up-to-date research and the knowledge Latz has developed in negotiating on the White House Advance Teams, from consulting with top executives at Fortune 500 companies and law firms nationwide, and from teaching thousands of business professionals and lawyers how to negotiate more effectively.

The result is a comprehensive guide that takes you all the way from general strategies and principles--Latz's Five Golden Rules of Negotiation--to specific tips, techniques, and even phrases you can use at the table.

Gain the Edge! will arm you with:

- * Practical strategies to get the information you need before you sit down at the table
- * Tactics to maximize your leverage when seemingly powerless
- * Secrets to success in emotionally charged negotiations
- * A step-by-step system to design the most effective offer-concession strategy
- * Ways to deal with different personality types, ethics, and negotiation "games"
- * Specific advice on how to negotiate for your next salary, car, or house
- * Negotiating tips for other business and personal matters

Leave behind instinctive negotiating and its inherent uncertainties. Learn to negotiate strategically. Easy to understand and instantly applicable to real-life situations, *Gain the Edge!* is the ultimate how-to guide for anyone looking to master this critical subject.

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From reader reviews:

Brooke Jenkins:

In this 21st millennium, people become competitive in each way. By being competitive currently, people have to do something to make all of them survive, being in the middle of the crowded place and notice by means of surrounding. One thing that at times many people have underestimated it for a while is reading. Yep, by reading a book your ability to survive boost then having chance to stay than other is high. For yourself who want to start reading a new book, we give you this specific Gain the Edge!: Negotiating to Get What You Want book as beginner and daily reading e-book. Why, because this book is greater than just a book.

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As people who live in typically the modest era should be change about what going on or information even knowledge to make these keep up with the era which can be always change and progress. Some of you maybe will update themselves by looking at books. It is a good choice in your case but the problems coming to you is you don't know what kind you should start with. This Gain the Edge!: Negotiating to Get What You Want is our recommendation to make you keep up with the world. Why, since this book serves what you want and want in this era.

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Now a day people that Living in the era where everything reachable by match the internet and the resources inside it can be true or not involve people to be aware of each info they get. How many people to be smart in getting any information nowadays? Of course the reply is reading a book. Reading a book can help men and women out of this uncertainty Information mainly this Gain the Edge!: Negotiating to Get What You Want book because this book offers you rich information and knowledge. Of course the details in this book hundred per cent guarantees there is no doubt in it you probably know this.

Wayne Hankinson:

Playing with family in a park, coming to see the sea world or hanging out with pals is thing that usually you may have done when you have spare time, after that why you don't try thing that really opposite from that. A single activity that make you not sense tired but still relaxing, trilling like on roller coaster you have been ride on and with addition associated with. Even you love Gain the Edge!: Negotiating to Get What You Want, you can enjoy both. It is excellent combination right, you still desire to miss it? What kind of hang-out type is it? Oh can happen its mind hangout fellas. What? Still don't understand it, oh come on its referred to as reading friends.

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