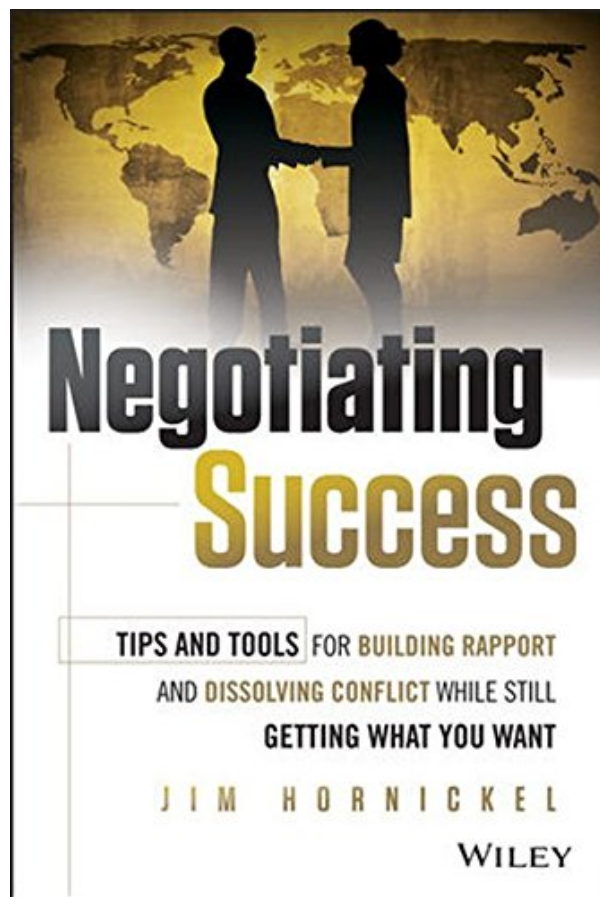
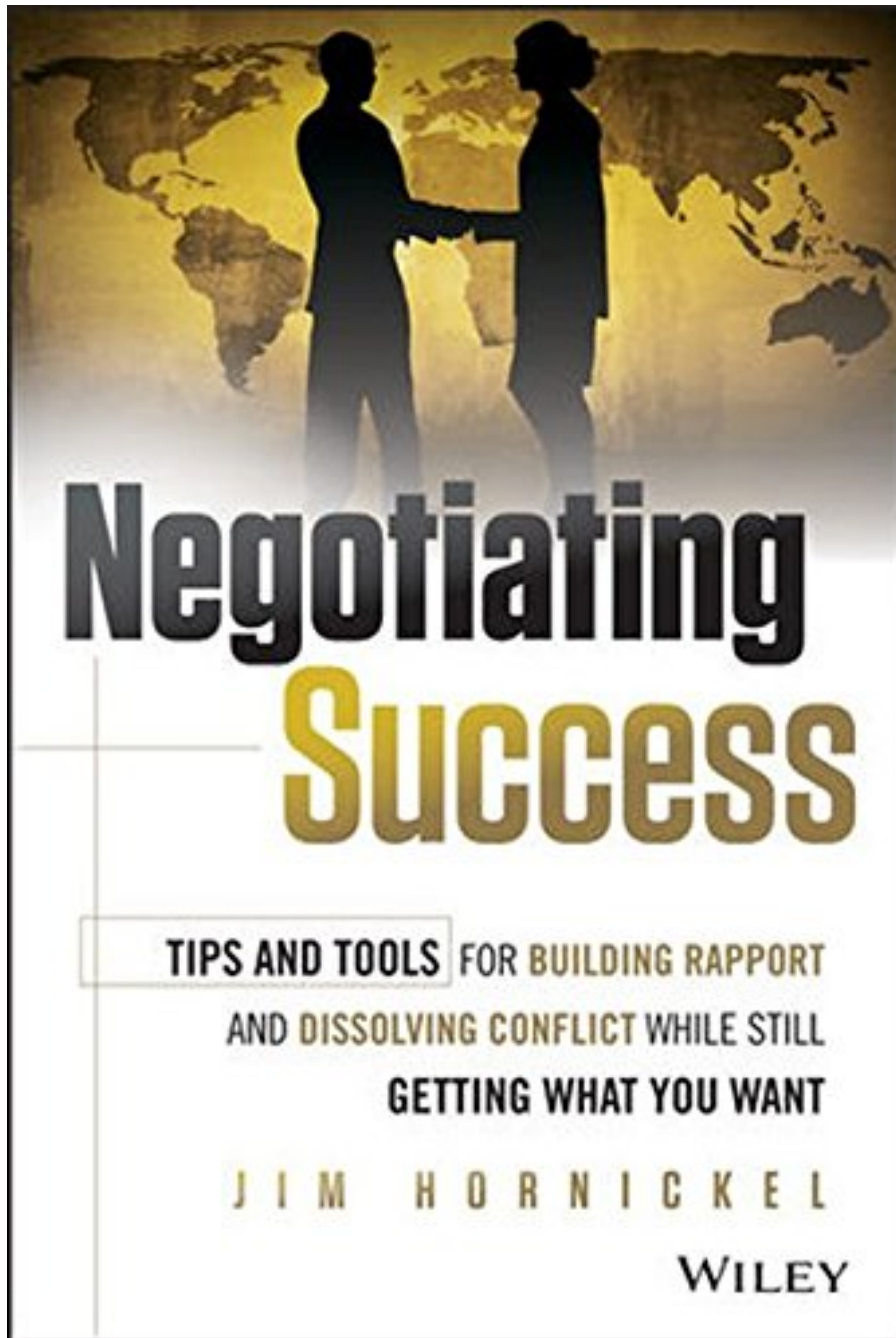


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From the Inside Flap

People around the world have been taught for too long that every win requires a loser. Yet, successful negotiations are built on the goal of having both sides win, yielding lasting positive outcomes for both parties. Even in a world that values competition so strongly, when you go for win-win, you put yourself at the leading edge of positive and lasting change.

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From the Back Cover

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How to execute win-win negotiations every time, in business and in life

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- Offers tips and tools, such as how to use positive psychology to unite your team, emotional intelligence for successful negotiation, and how to minimize conflict
- Spells out the six principles of ethical influence
- Written by Jim Hornickel, the founder of Bold New Directions, a transformational learning organization that provides training, coaching, retreats, and keynotes across the world, specializing in negotiation, leadership, communication, presentation, and corporate training

Negotiating Success delivers an unparalleled blend of practical and explicit steps to take to achieve win-win negotiations, every time.

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Most helpful customer reviews

3 of 3 people found the following review helpful.

Takes the mystery and stress out of conflict situations

By larry hunt

I thought I knew what there is to know about negotiation and conflict management. This book was an eye opener- insightful, easy to understand, and full of good anecdotes to help you retain what you are learning. Excellent tool for anyone in management (I am an HR Director), but the principles will apply to your personal life as well!

2 of 2 people found the following review helpful.

Building business acumen muscle

By Dietrich J. Thompson

Jim Hornickel has crafted a chapter that requires fearless self-examination and a willingness to change how you operate. This book is filled with practical tools for professionals that seek to be more effective in a matrix structure. For example, the code of conduct chapter begins by examining how our ego can pull us into conflicts. Then, the chapter spends a considerable amount of time guiding us through the process of developing our own personal code of conduct. It's brilliant. Often, organizations develop a code of conduct based on ethics and values, but Hornickel affirms that having your own personal code of conduct will help make you a more effective communicator and reduce unproductive conflict. Personally, I noticed that he doesn't attempt to assert conflict avoidance; rather, he constructs an open and systematic program to reduce the opportunity for misunderstandings and Win-Lose scenarios. Moreover, Hornickel ties this chapter into other chapters within the book. I think this is an effective way to help the reader build on their prior learning.

Overall it's a straightforward approach to developing a comprehensive method to effectively communicating via a personal code of conduct and sharing that code with your collaborators. I'd recommend this for anyone who lives in an environment that requires negotiations.

Dietrich Thompson

HR Manager

Microsoft Corp.

2 of 2 people found the following review helpful.

Negotiating Success is a 'must have'.

By JJ

Every once in a while, a truly insightful and practical guide makes its way to our collective hands and hearts -- this is the case with Hornickel's latest book, Negotiating Success. At a time when so many work cultures are embedded in fierce competition and an emphasis on individual success, this publication provides a thoughtful, respectful, and alternative approach to negotiating 'what you want'. A highly respected and successful leader, Hornickel convincingly espouses a win-win perspective as key to achieving mutually successful and satisfying negotiations. His many years of experience and genuine wisdom are so clearly exemplified in the initial chapter: "Remember, whatever you have to say is only your perspective. So tell the truth as you see it with some wiggle room for others to have a different reality. Then try to meet somewhere

in the middle.” Negotiating Success is a ‘must have’ for individuals and organizations attempting to move from gentler, kinder places. It successfully makes the case for bringing the best of ourselves to the table, for learning the art of effective compromise, and most importantly, for ensuring that everyone leaves the table ‘a winner’. This is a book that I will refer to time and time again.

Jan Janssen, Leader; Author – Ontario, Canada

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