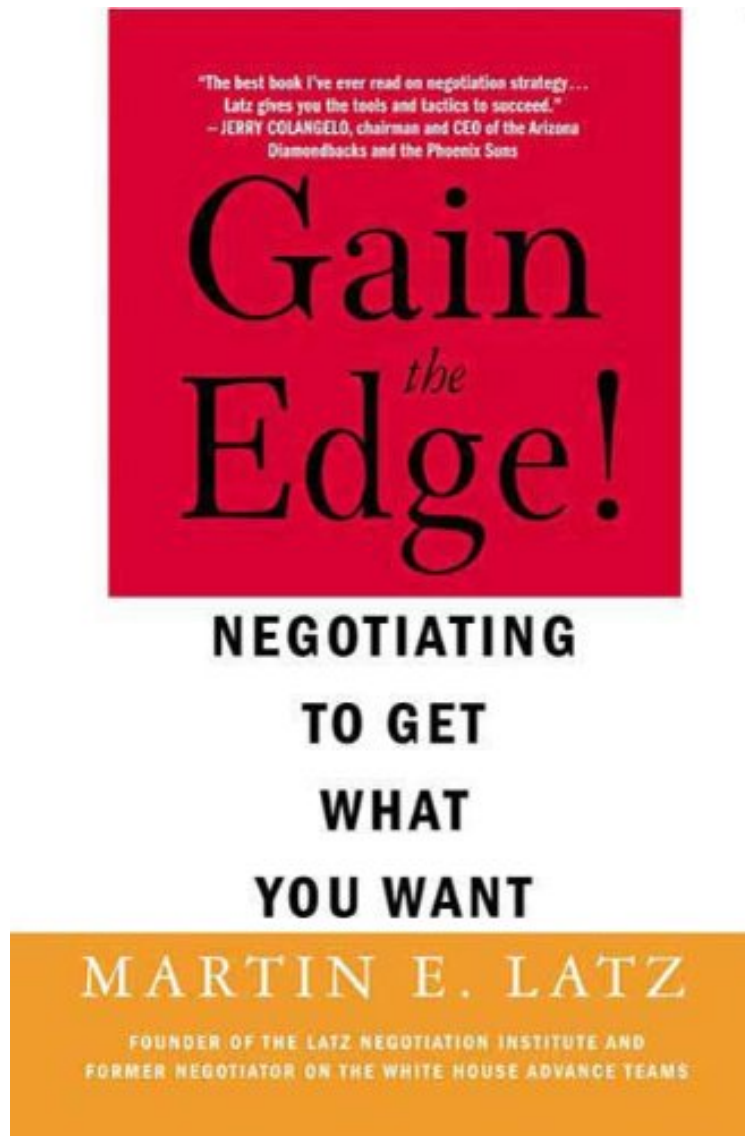


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# Gain the Edge!: Negotiating to Get What You Want

*Martin Latz*

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**Martin Latz : Gain the Edge!: Negotiating to Get What You Want** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Gain the Edge!: Negotiating to Get What You Want:

1 of 1 people found the following review helpful. Helpful book for MBA class in negotiations By E. Chu I bought this book because it was required reading for one of my MBA classes. The book was very useful and included many examples. Along with regular historical textbook cases, it also included a few pop culture examples from movies. As a nitpick, I am rating 4 stars instead of 5 due to its slightly dated references (e.g. Jerry Maguire, etc.). Nevertheless, for anyone who has not performed serious negotiation for business or work reasons, this would be a great reference source. 0 of 0 people found the following review helpful. Looks like a good one By rbindcdifferent from 'the usual'.

Latz has a formula he recommends. Looks like a good one. 0 of 0 people found the following review helpful. Five Stars  
By CustomerExcellent! Thank you!!!

"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.

"Few seize the brass ring in business or in life without topnotch negotiation skills. Martin Latz's *Gain the Edge!* will empower you to achieve that kind of success. Read it. Make it your own. You'll close more deals and get more favorable terms in all your negotiations." --Harvey Mackay, author of the #1 New York Times bestseller *Swim With The Sharks Without Being Eaten Alive*  
"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  
"Anyone who's tried to push a bill through Congress knows the importance of negotiation. In *Gain the Edge!* Martin Latz has condensed his enormous font of negotiating wisdom into a book that's accessible, readable, and eminently usable in politics, business, and everyday life." --U.S. Senator Russ Feingold  
"Martin Latz knows how to negotiate, and in *Gain the Edge!* we're fortunate enough to share in his strategies, tips, and tricks of the trade. This book will help readers gain the edge in their business and personal negotiations." --John Podesta, former White House chief of staff  
"*Gain the Edge!* is a winning book, providing practical and straightforward negotiating advice and tips in a very nice, easy-to-read style. Everyone in business will immediately benefit from reading this book. It's so good, I'm buying copies for my entire management team." --Richard L. Boals, president and CEO of Blue Cross/Blue Shield of Arizona  
"Resolving differences effectively--whether in business, government, school, or at home--requires negotiating skills that Martin..."