



# Good Deal - Bad Deal: Kunstgriffe in der Verhandlung (German Edition)

*Murat Pascal G. Dursun, Barbara Schott*

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Sie interessieren sich für die Kunstgriffe in der Verhandlung?

Die Beherrschung der Kunstgriffe in der Verhandlung ist ein Garant für Good Deals. Damit sind in diesem Buch Verhandlungen gemeint, an deren Ende das für Sie optimale Ergebnis steht, mit dem aber auch Ihr Verhandlungspartner zufrieden ist. Der praxisnahe Ratgeber erklärt unter anderem, wie man NLP in Verhandlungen richtig einsetzt und auf diese Weise einen Good Deal herausholt.

Wie oft ärgern wir uns, dass uns im entscheidenden Augenblick die Kompetenz gefehlt hat, obwohl wir die Situation im Nachhinein als gar nicht so schwer einschätzen. Trotzdem lief etwas schief, und ein Bad Deal war die Folge.

Murát Pascal G. Dursun und Professor Dr. Barbara Schott, die Autoren dieses Ratgebers, unterstützen ihre Kunden seit vielen Jahren praxisnah in schwierigen Verhandlungssituationen.

Ihre zentrale Botschaft: Auch aus aussichtslos erscheinenden Verhandlungen können Sie als Gewinner hervorgehen. Und - was noch wichtiger ist - auch Ihr Verhandlungspartner muss kein Verlierer sein, sondern kann sich als weiteren Gewinner erleben.

In der Champions League der Verhandlungsführung ist das Ziel: ein Good Deal als Ergebnis auf beiden Seiten!

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