

'Anyone who negotiates anything, should have a copy on their desk.' *Michael Ogilvie, Senior Partner, OBC The Accountants*



How to get a winning result
from persuasive negotiations

DEREK ARDEN

Praise for *Win Win*

'I have worked with Derek for 25 years; as a competitor and then as a provider of training to businesses for which I have had responsibility. His observations on behaviours and outcomes are perceptive: they encourage a different way of thinking and lead to much more effective outcomes.' *Steve Pateman, Head of UK Banking, Santander UK*

'I wish I could get all the lawyers in our worldwide practice to read this book.' *Peter Hirst, Senior Partner, Clyde & Co Lawyers*

'An expert's guide to a difficult business subject. All our MBA students have access to Derek's programme and all business leaders should read this.' *Professor Andy Adcroft, Leader, Surrey University Business School MBA programme*

'I have worked with Derek for almost 5 years and there's nothing he does not know about negotiation. This book should be on every CEO's bookshelf!' *Laura Sercombe, CEO, Challengers*

'For the past 30 years I have listened to many negotiation experts. Although many have great ideas and strategies, nobody has as much real-life, practical advice, based on real world experience as Derek Arden.' *Patricia Fripp, first female President of The National Speakers Association (USA)*

'Derek has incorporated all the gems of his excellent material on this vital subject into this book. A must for all negotiators, whatever their level of experience.' *Michael Williams, Chairman, Sovereign Business Integration Group Plc*

Persuasive Negotiating PDF eBook

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