



Building Excellence in Commercial Negotiation

Stephen Mallaband, Ros Howard

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Building Excellence in Commercial Negotiation Highly effective negotiation skills are essential in today's business world, but negotiation can be one of the most difficult things to master. Designed to meet the needs of both buyers and sellers, Building Excellence in Commercial Negotiation provides a step-by-step guide to the whole field of commercial negotiation - from bid to contract and beyond. Written around a case study in an engaging style, this book sets out, for example, that "all prices are fictitious"; "win-win is not always right"; and "nothing is agreed until everything is agreed". Anyone who puts into practice what they learn from this book will be able to go out and negotiate much better deals, adding real value to their organisation. Building Excellence in Commercial Negotiation is part of the Counterpoint Courses Building Excellence Series, which offers a concise summary of current best practice in the fields of procurement, communication and commercial negotiation.

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