



# **The Leader's Guide to Negotiation: How to Use Soft Skills to Get Hard Results (Financial Times Series)**

*Simon Horton*

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## **PLAY ON YOUR TERMS**

Negotiation is THE core business skill. It is fundamental to everything we do that involves other people, whether that's asking for a raise, pitching an idea or deciding who gets the coffee.

*The Leader's Guide to Negotiation* is a highly practical guide to getting the most out of your business interactions, whilst building stronger relationships to boot. From achieving win-win outcomes to problem-solving and building trust, it equips you with failsafe strategies for conducting successful and positive negotiations.

**'An entertaining, immediately useful book that goes beyond advocating for win-win – Simon Horton shows us how to get there.'**

Adam Grant, Wharton Professor and *New York Times* bestselling author of *Give and Take*

**'Reading this book has made me think about how I negotiate and I have learned a lot... If you want to benefit your relationships while improving your business, then this is worth studying.'**

Simon Woodroffe, founder of Yo!

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