

Leverage: how to get it and how to keep it in any negotiation

Volkema, Roger, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20441507&lokasi=lokal>

Abstrak

Leverage -- the real or imagined advantage one holds -- is the most important tool in a negotiation. Anyone who wants to consistently win at the negotiating table needs to master the art of gaining and maintaining leverage.