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In "Strategic Negotiation," Dietmeyer and Kaplan use a research-based approach to negotiation that assists sales professionals in reaching the In today's challenging and ever-changing business environment, it is imperative to understand negotiations from the perspective of both the buyer and the seller.

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Brian Dietmeyer was VP National Sales for Marriott International prior to founding Think! Inc. in 1996 with Dr. Max Bazerman of Harvard Business School. Brian is the author of three business books: Strategic Negotiation, B2B Street Fighting and Negotiation Blueprinting for Buyers. Think!

Strategic Negotiation: Dietmeyer, Brian, Bazerman, Max ...
Dietmeyer, Brian J. Strategic negotiation : a breakthrough process for effective business negotiation / Brian J. Dietmeyer with Rob Kaplan : foreword by Max H. Bazerman. p. cm. Includes index. ISBN 0-7931-8304-9 (6x9 hardcover) 1. Negotiation in business. I. Kaplan, Rob. II. Title. HD58.6.D543 2003

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Strategic Negotiation by Brian J.Dietmeyer Available now at Coursecul.com, Corporate negotiation is a process similar to all other business strategies...

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Brian J. Dietmeyer is the author of Strategic Negotiation (3.67 avg rating, 18 ratings, 1 review, published 2004), B2B Street Fighting (3.88 avg rating, ...

Brian Dietmeyer - web.e-thinkinc.com
Brian Dietmeyer, author of Strategic Negotiation, routinely writes, lectures, consults and conducts workshops on negotiation.Dietmeyer teaches you how to adopt a street fighter's stance in a business-to-business (B2B) sales negotiation, counterpunching effectively when the buyer pounds away at you on price.

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Each summary is about 8 pages long and contains the ... BRIAN DIETMEYER is a senior partner and managing director of Think Incl, a consulting firm which specializes in developing negotiation solutions. ... Strategic Negotiation - Page 1 MAIN IDEA Negotiating effectively isn't really an art.

Strategic Negotiation A Breakthrough Four Step Process For ...
Being a student of various negotiations classes it seems that creating value and reaching a win-win situation is the best way to handle a negotiation and Dietmeyer is a firm believer of this. I do feel that the book was a bit redundant and could have been shortened for a business professional who is used to performing negotiations, or even for someone who is not as familiar with negotiations.

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