



Günter, der innere Schweinehund, lernt verhandeln: Ein tierisches Businessbuch (German Edition)

Stefan Frädrich, Thomas Burzler

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Eigentlich wissen wir genau, wie wir verhandeln sollten: möglichst geschickt, selbstbewusst und gut vorbereitet. Ja, eigentlich. Aber wir kennen auch diese lästige Stimme in uns: Ein bisschen Nachlass schadet nichts!, Wir sind viel zu teuer! oder Vorbereitung kostet nur Zeit!

Diese Stimme kommt von Günter. Günter ist unser innerer Schweinehund. Vom Verhandeln hat er zwar keine Ahnung, aber er gibt uns trotzdem ständig Ratschläge. Besser also, wir erklären Günter erst einmal die wichtigsten Verhandlungsprinzipien: Was bestimmt den Wert überhaupt? Wie stellt man sich auf Verhandlungspartner ein? Und wie kriegt man am Ende, was man will?

Lesen Sie die 100 von Timo Wuerz illustrierten Tipps, und Sie gewinnen bald jede Verhandlung! Schweinehund sei Dank.



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