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value at the forefront of negotiations, and avoiding the mindless discounting that wrecks profitability. Holden details eight strategies for all types of pricing negotiations, including approaches for negotiating with price buyers, relationship buyers,

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an invaluable resource for every B2B sales professional, customer-facing professional, and every executive responsible for leading successful sales organizations.

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This book is a strategy guide for salespeople to help them level the procurement playing field by showing readers how to assess the game procurement plays, describing proven ways to resist discounting and protect margins, demonstrating ways to keep

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value at the forefront of negotiations, offering targeted tactics to protect hard-earned profits from mindless discounting, and detailing eight strategies effective in any type of pricing negotiation. Negotiating with Backbone brings together key

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don't know how to handle the
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almost always arise. They
mistakenly believe that deals are

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about money when they are much more complicated than that. This book presents entrepreneurship as a series of interactions between founders, partners, potential partners, investors and others at various stages of the entrepreneurial

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process - from seed to exit. There are plenty of authors offering 'tips' on how to succeed as an entrepreneur, but no one else scrutinizes the negotiation mistakes that successful entrepreneurs talk about with the authors. As Dinnar and Susskind

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show, learning to handle emotions, manage uncertainty, cope with technical complexity and build long-term relationships are equally or even more important. This book spotlights eight big mistakes that entrepreneurs often make and

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Shows how most can be prevented with some forethought. It includes interviews with high-profile entrepreneurs about their own mistakes. It also covers gender biases, cultural challenges, and when to employ agents to negotiate on your

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behalf. Aspiring and experienced entrepreneurs should pay attention to the negotiation errors that even the most successful entrepreneurs commonly make.

The world's foremost expert on pricing strategy shows how this

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mysterious process works and how to maximize value through pricing to company and customer. In all walks of life, we constantly make decisions about whether something is worth our money or our time, or try to convince others to part with their money or their

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time. Price is the place where value and money meet. From the global release of the latest electronic gadget to the bewildering gyrations of oil futures to markdowns at the bargain store, price is the most powerful and pervasive economic

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force in our day-to-day lives and one of the least understood. The recipe for successful pricing often sounds like an exotic cocktail, with equal parts psychology, economics, strategy, tools and incentives stirred up together, usually with just enough math to

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sour the taste. That leads managers to water down the drink with hunches and rules of thumb, or leave out the parts with which they don't feel comfortable. While this makes for a sweeter drink, it often lacks the punch to have an impact on the customer

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or on the business. It doesn't have to be that way, though, as Hermann Simon illustrates through dozens of stories collected over four decades in the trenches and behind the scenes. A world-renowned speaker on pricing and a trusted advisor to

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Fortune 500 executives, Simon's lifelong journey has taken him from rural farmers' markets, to a distinguished academic career, to a long second career as an entrepreneur and management consultant to companies large and small throughout the world.

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Along the way, he has learned from Nobel Prize winners and leading management gurus, and helped countless managers and executives use pricing as a way to create new markets, grow their businesses and gain a sustained competitive advantage. He also

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Learned some tough personal lessons about value, how people perceive it, and how people profit from it. In this engaging and practical narrative, Simon leaves nothing out of the pricing cocktail, but still makes it go down smoothly and leaves you wanting

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to learn more and do more—as a consumer or as a business person. You will never look at pricing the same way again.

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