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## Know What Makes Them Tick How to Successfully Negotiate Almost Any Situation

By Max Siegel

Harper Perennial. Paperback. Book Condition: New. Paperback. 256 pages. Dimensions: 8.0in. x 5.3in. x 0.6in. Max Siegel started with none of the obvious advantages, yet again and again he built mutually beneficial partnerships with peers, mentors, and industry leaders that took him to the heights of professional and personal achievement. He's managed some of the world's top recording artists, ballplayers, and race-car drivers, and helped run some of the top organizations in sports and entertainment. Now he's sharing his method for connecting with people, whatever their differences. The secret, Siegel says, is to know what makes others tick, be it financial security, devotion to family, or a vision of a better world. He shows how to encourage people to share these hidden motivations, and how to find the overlap between their goals and yours. The nine universal rules outlined in Know What Makes Them Tick include: See Where You Want to Be, Not Where You Are; Find Your Ambassadors; Show What's in It for Them. Readers will learn practical strategies for negotiating the challenges in every part of life, whether motivating colleagues to be more productive, finding a market for their product, or uniting a divided family. Siegel is a unique and powerful...



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