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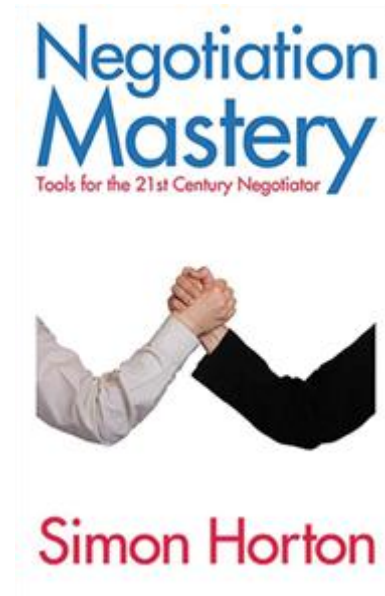
Negotiation mastery: tools for the 21st century negotiator

13 June 2013 | Nicola Hall

by **Simon Horton**

MX Publishing, £12.99

★★★★★



I found the book very enjoyable and enlightening. It had wide-ranging advice on various techniques of negotiation, bringing common sense and theory to life with good examples. It provokes thought and ensures that you examine your own approach to the art of negotiation.

The book is focused on highlighting that a negotiation needs to be a win-win situation, where both parties are satisfied with the deal.

Well structured – and not full of overwhelming theory – it uses real examples to demonstrate the points raised. More importantly, it highlights that negotiation is something that we all engage in every day to various degrees, whether in business or not.

For me, the strength of the book lies in the fact that the author shows how negotiation is not a one-off, cross-table confrontation, but a process and, to a degree, a series of interactions where both parties are mutually satisfied.

As a reader, I really enjoyed the book and feel that I now have some more tools in my business 'toolkit' to help me in my day-to-day business life.

☛ *Nicola Hall, chief operating officer, Ingenica Solutions*