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"Negotiating With Backbone: Eight Sales Strategies To Defend Your Price And Value" by Reed K. Holden is a very good book for those in procurement. The negotiating strategies presented in this text focus on the selling model that the author teaches. It is a very good model for those working in this field.

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Negotiating with Poker Players - Negotiating with Backbone: Eight Sales Strategies to Defend Your Price and Value [Book] 8. Negotiating with Poker Players. Poker players are value- or relationship-buyers in price buyer disguise. Their intent in acting like a price buyer is to force the negotiation into a bluffing situation that will benefit the buyer at the expense of the seller.

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Negotiating with Backbone, 2nd edition, comes with more fine-tuned insights - engaging, pragmatic, lucid and devoid of management jargon. It will take your thinking forward, help you craft winning pricing strategies, and arm you with negotiation tactics to better suit today's highly competitive B2B settings.

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