A CLEARLY FORMULATED GOAL OF ENTERING INTO NEGOTIATION IS HALF OF THE BATTLE

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ABSTRACT

The existence of 'specific languages' or registers in the various business sectors appears to be the most prominent feature of language use. But what are the functions and influences of such registers on employees' perceptions and on corporate life? A recent empirical investigation has revealed that "terminology which may originally have been no more than a handy abbreviation now fulfils several additional functions: it promotes cohesion within its user-group, helps maintain necessary attitudes among existing members, and instils such attitudes in new entrants". Group solidarity and efficiency are among the positive results claimed by those who advocate the adoption of military models, concepts, and terminologies in organisational life. Tough Negotiations - Manipulation, pressure, bluff, deception. Using these techniques against you means that the enemy was preparing for negotiations and really wants to win. If you do not have the appropriate training, then you will most likely lose. Negotiation is a very technological process in which you can learn to win. How? Just read this guideline for the beginner negotiator. However, it will be useful for real negotiation sharks.

Keywords: tough negotiations, friendly communication, Business formal communication, Partnership negotiations, subject of negotiations, result of negotiations.