



NEGOTIATION FOR ENTREPRENEURSHIP

Achieving a Successful Outcome



Vimal Babu
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Negotiation for Entrepreneurship

Achieving a Successful Outcome

By Vimal Babu and Robert Hisrich

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Provides insights about negotiation for start-up entrepreneurs and introduces several strategies and tactics to improve negotiation skills in an entrepreneurial ecosystem.

The book deals with extraordinary insights about negotiation for start-up entrepreneurs and introduces several strategies and tactics to improve negotiation skills in an entrepreneurial ecosystem. Authors unbox several complex and conflicting scenarios and attempt to build an entrepreneurial mindset to crack great deals with smart application of negotiation strategies and tactics.

Key selling points

- Rarest book available in the world by the title
- Includes examples, situations, exercises, caselets
- Includes interview snippets of start-up entrepreneurs and investors
- Written especially for start-up entrepreneurs from diverse backgrounds.

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