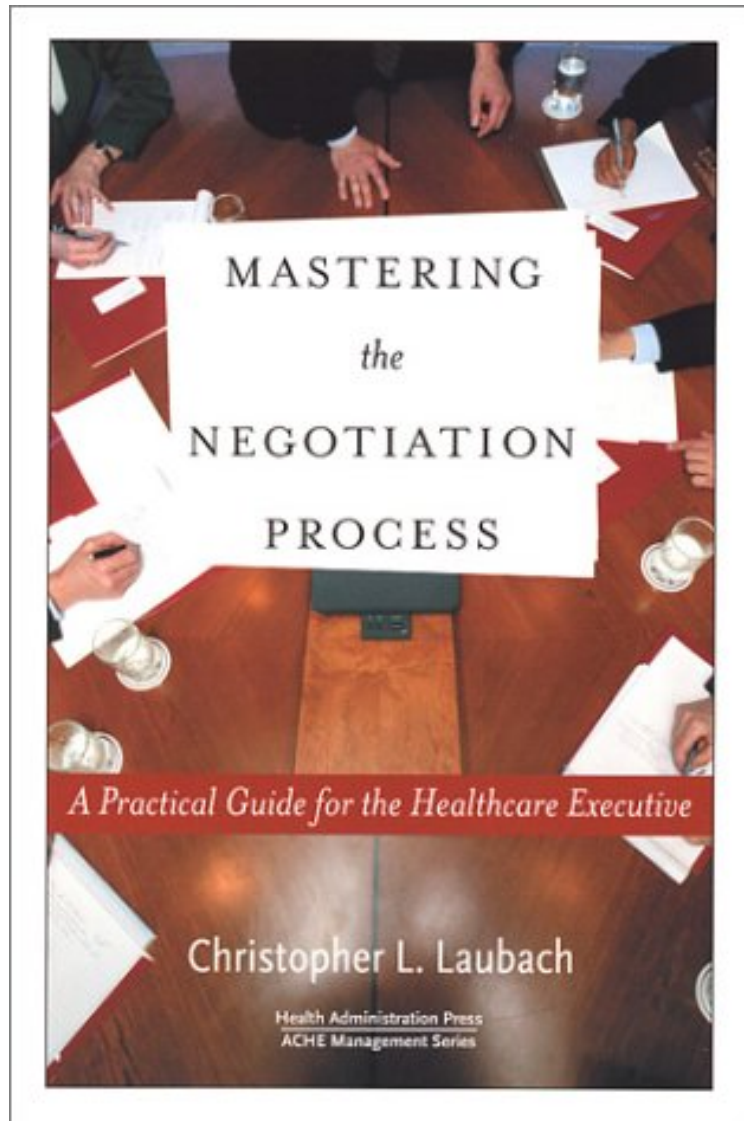


(Ebook free) Mastering the Negotiation Process: A Practical Guide for the Healthcare Executive  
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## Mastering the Negotiation Process: A Practical Guide for the Healthcare Executive (Management Series)

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**Christopher L. Laubach : Mastering the Negotiation Process: A Practical Guide for the Healthcare Executive (Management Series)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Mastering the Negotiation Process: A Practical Guide for the Healthcare Executive (Management Series):

In an environment that includes tight budgets, physician relations, and reimbursement, healthcare executives are faced with negotiation situations every day. This straightforward guide will help you build the skills and confidence you need to negotiate successful agreements. The author provides tips for each step of the negotiation process, from preparing an agenda through development of a workable and beneficial agreement. You will learn the fundamentals of negotiation as well as time-tested techniques for improving your bargaining position. The book uses real-world examples specific to healthcare to clearly illustrate how you can apply negotiation techniques on the job. You will also learn practical solutions for handling tough negotiations, including dealing with conflict and coping with negotiators who use threats and intimidation.

**About the Author** Chris Laubach is the president of the Center for Management Programs in Agoura Hills, California. For more than 20 years, the company has conducted negotiation training seminars for healthcare executives. Mr. Laubach has personally trained more than 6,000 healthcare professionals in the general process of negotiation, managed-care negotiations, organized labor negotiations, and conflict resolution.