

# Negociar es fácil si se sabe cómo

Business is Easy if You Know How

ALEJANDRO HERNÁNDEZ

Negociar  
es fácil,  
si sabe cómo

*¿Cuánto dinero pierde por desconocer  
las técnicas de negociación?*



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Who ever said that only big business people and top directors could do business efficiently? You can do business like them too! This book reveals the experts' best techniques and puts them within your reach in a clear and practical way. Whether you do business internationally or with your neighbour, the tools that turn out to be effective are the same; what can make business difficult are the surrounding circumstances, unlike the strategies revealed in this book.

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