

Research Paper from the year 2015 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, , language: English, abstract: The sales landscape is very crowded. Very few leaders take the time to understand the science behind human thinking and decision making to survive even in this complicated sales landscape. Whether it is with clients, suppliers, investors or employees, this paper gives practical hints about how to win the sales deals, negotiate successfully and persuade the other party at the same time conserving authenticity, through the help of the principles behind human thinking process.

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