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# Psychological Influence In Negotiation An Introduction

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The final outcome of the negotiation is also determined by the subjective factors of influence and persuasion. Personal relationship: The conduct of negotiation is influenced not only by the real situation of the matter but also by the relationship between the two persons or parties involved in the process of discussion.

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negotiation tools. Being in possession of this knowledge is extremely powerful where there is a need to influence. Once aware of the key characteristics, you can quickly learn to “speed read” people. Much research has been carried out in this area, and the findings consistently prove that those with a psychological understanding produce better [Negotiations Lab | Psychological Influence | The Essential ...](#)

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