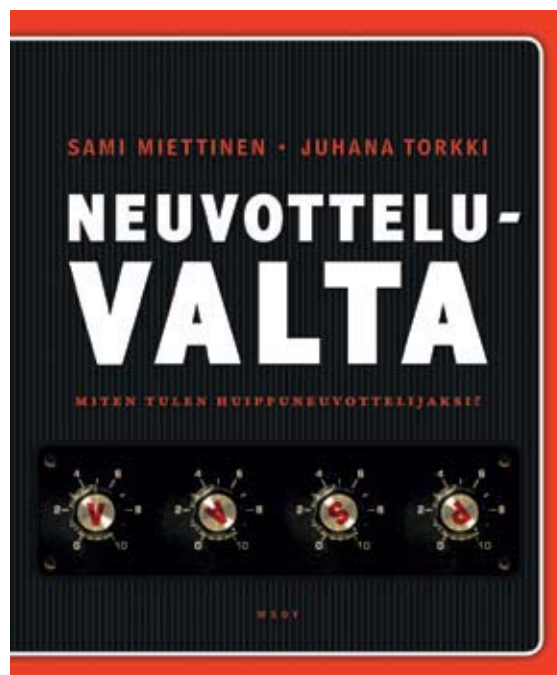


Neuvotteluvalta

Negotiation Power

SAMI MIETTINEN, JUHANA TORKKI

*In life, you do not get your just deserts,
you get what you manage to negotiate
for yourself.*



Negotiation skills are often useful: when you are making a deal, applying for a job or asking for a raise. There are numerous examples of situations where the best negotiator wins, anything from major corporate mergers and political agreements to selling you home or buying a new car.

Whether your negotiations are on a grand scale or not, it is well worth checking out this book, which also provides opportunities to practise all the faculties you need in a negotiation: muscles, brain, heart and soul. The book is thorough and takes the reader through a learning process to improve his or her own negotiations skills. It does not offer gimmicks or magic tricks, focusing rather on providing an exciting mix of theory, practical examples, and views from leading Finnish negotiators from President Martti Ahtisaari to the banker Björn Wahlroos.

SAMI MIETTINEN, M.Sc. (Econ.& Bus.Adm.), MBA, works as an investment banker in London. JUHANA TORKKI is a Doctor of Theology and public speaking instructor, who has published a previous book on public speaking in Finnish.

Since its launch in March 2008, Neuvotteluvalta has been a top-ten non-fiction bestseller in leading Finnish bookstores.

“This book cleverly encapsulates what negotiating is: exerting an influence, attaining results, finding the right solutions at the right time – usually under pressure.” Jaana Laitinen-Pesola, President, the Union of Health and Social Care Professionals

“Life is all about negotiations, but there is surprisingly little instruction in negotiating skills. This book is the answer to this need, and an entertaining read, too.” Jukka Ruuska, President, OMX Nordic Exchange Helsinki

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