



Knowledge for Every Stage of Your Business

How-to articles,

best practices, case studies, and tools to lead, inspire, and direct positive impacts on business practices.

## MAY 2008

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### Featured Content

Strong negotiating skills are a vital component of successful management. Read on to find out how the Biz Info Library can help you learn to strengthen these skills for yourself and your management team.

#### Management | Negotiation

- **The Art of Smart Negotiating**

This article discusses some of the key aspects of smart negotiating. Such aspects include adhering to specific ground rules, knowing when to play offense and when to play defense (you should be able to do either/both), being able to fend off evidence, and the ability to maintain your edge. The article also addresses how to avoid common negotiating mistakes.

- **Let's Make a Deal**

The premise of this article is that your success as a negotiator depends on your ability to interpret the other person's true interests and objections and successfully persuade them to make the deal. Read on to learn how to negotiate successfully by interpreting 5 subconscious indicators.

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The Biz Info Library regularly adds new content. Recently added titles include:

- [\*5 Fatal Mistakes for Small Retailing\*](#)
- [\*7 Deadly Design Sins That Can Kill Your Conversions\*](#)
- [\*Marketing in the Recommendation Age\*](#)
- [\*Understand Google's Guidelines\*](#)

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### Featured Contributor

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Biz Info Library is a collaboration between the [Ewing Marion Kauffman Foundation](#), the [Edward Lowe Foundation](#), and the [James J. Hill Reference Library](#) to create an online library offering the world's best information on starting and growing a business. Biz Info Library provides users instant access to relevant, credible, and objective information authored and vetted by the world's top business information experts. Registration is free, quick, and easy.

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