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BRIAN DIETMEYER and ROB KAPLAN BRIAN DIETMEYER

is a senior partner and managing director of Think Inc!, a consulting firm which specializes in developing negotiation solutions. He has more than 20 years experience in sales and sales management and lectures to business professionals worldwide on negotiation, marketing and business-to-business research.

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Brian Dietmeyer. President & CEO, Think! Inc. Brian Dietmeyer was VP National Sales for Marriott International prior to founding Think! Inc. in 1996 with Dr. Max Bazerman of Harvard Business School. Brian is the author of three business books: Strategic Negotiation, B2B Street Fighting and Negotiation Blueprinting for Buyers.

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Brian Dietmeyer, author of Strategic Negotiation, routinely

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writes, lectures, consults and conducts workshops on negotiation. Dietmeyer teaches you how to adopt a street fighter's stance in a business-to-business (B2B) sales negotiation, counterpunching effectively when the buyer pounds away at you on price.

B2B Street Fighting Free Summary by Brian J. Dietmeyer

Brian J. Dietmeyer is the author of Strategic Negotiation (3.67 avg rating, 18 ratings, 1 review, published 2004), B2B Street Fighting (3.88 avg rating, ...

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