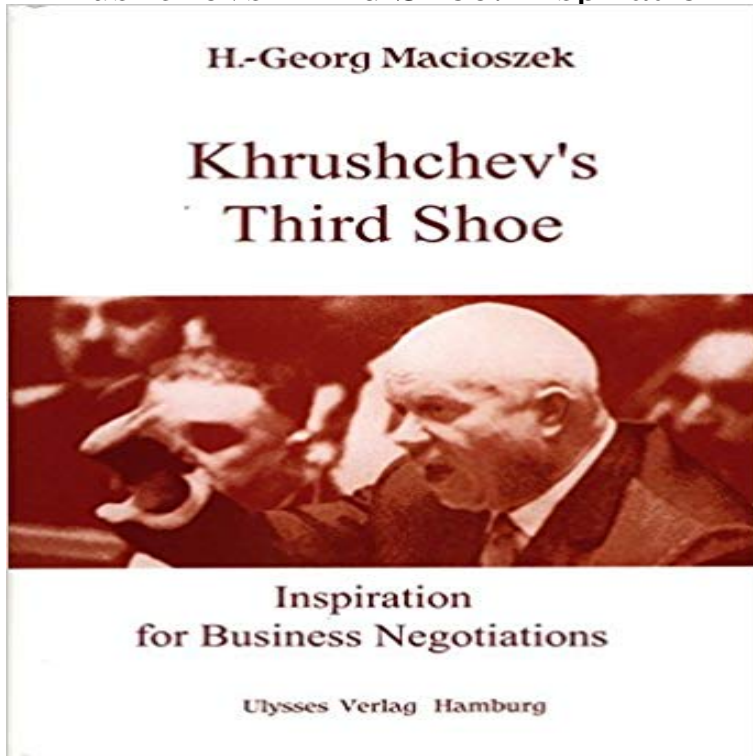


# Khrushchevs Third Shoe: Inspiration for Business Negotiations



The German version of Khrushchevs Third Shoe; Inspiration for Business Negotiations, now in its 11th edition, is the definitive Classic among books about negotiation. The book has been highly praised in the media, foremost by DIE WELT and SUDDEUTSCHE ZEITUNG. DIE WELT This is an extraordinary textbook: it is no use for altruistic types, but very much use for hardboiled guys with opponents who are going for their necks. SUDDEUTSCHE ZEITUNG This is for everyone who does not want to lose with grace and beauty, but prefers to stay standing, victorious, at the end of battle. The eleventh German edition of Khrushchevs Third Shoe since 1995 buried the myth that concern for your opponents feelings is what really matters in negotiations. This first English language edition arms you with a range of negotiating strategies, including why it can be sensible to appear mad why threats often signalize weakness why a face-to-face talk can be a dangerous trap how to humble a braggart who is used to success how to get your opponent to accept long-term damage in return for short-term benefit which human weakness can be turned into a magic charm for dealing with both friend and foe. H.-Georg Macioszek did his PhD in sociology, before going on to work as Germanys first and most experienced ghost negotiator. Organizations hire him for negotiations when theyve locked horns with competitors, customers, government authorities or trade unions. So that the other side doesnt put more effort in than normal, he remains in the background, and doesnt sit at the negotiating table. He has a range of sources for his ideas, including von Clausewitz, John le Carre and his wife, a psychotherapist. Its she who taught him that the difference between the mentally ill and the mentally well isnt all that big.

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