

UNDERSTANDING AND MASTERING THE EVOLVING  
NATURE OF B2B TRANSACTIONS

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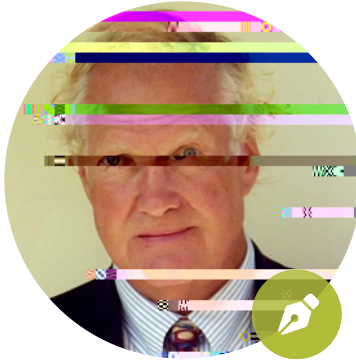
**Not All Negotiations are the Same**

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**Conflict Can Create Better Agreements & Relationships**

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### About the Author

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