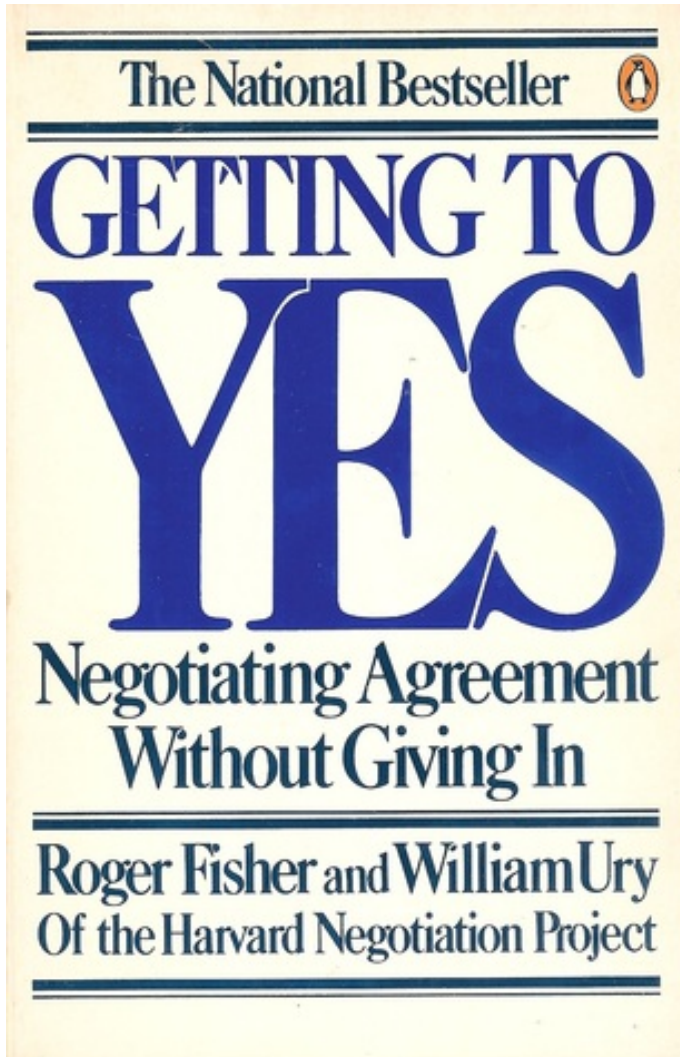


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**Roger Fisher**

**Getting to Yes: Negotiating Agreement Without Giving In**



Title: Getting to Yes: Negotiating Agreement Without Giving In

Author: Roger Fisher

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## Description

Getting to Yes: Negotiating Agreement Without Giving In

## Insightful reviews

Leona: Everything in life, can be a negotiation. This book gives a powerful lesson on staying focused on the issues rather than the positions.

Recommended for everyone. Easy to read.

Chad Warner: This book is a very useful and detailed guide to negotiating for mutual gain. It's a mix of theory, application, and examples. The advice is realistic; it says to be optimistic but aware of your limits. As a freelance web designer ([OptimWise](#)), I negotiate in sales and client relations. I've seen this book mentioned in magazines like [Inc.](#) and [Entrepreneur](#), and a few business and sales books. I finally decided to read it when it was recommended on [This Week in Web Design](#).

### Main ideas

- Understand empathetically their point of view.
- Explain your interests and reasoning before presenting your proposal. Otherwise, they may not listen to your reasoning.
- Never yield to pressure; only to principle.
- Expand the pie, don't simply divide it. Aim for mutual gain.
- Negotiate to strengthen the relationship, not strain it.

### Separate the People from the Problem

- Don't blame.
- Involve them in the decision-making process.
- Talk about both sides' emotions.
- An apology defuses emotions, even if you don't take personal responsibility for the situation.
- Describe how the problem affects you, rather than accusing them.
- Sit and act side-by-side, not face-to-face.

### Focus on Interests, Not Positions

- Show that you understand their interests.
- Don't argue about the past; decide on the future.

### Invent Options for Mutual Gain

- Shrink the scope of a proposal to reduce perceived risk; offer a trial phase.
- Offers are usually more effective than threats.

### Insist on Using Objective Criteria

- Frame each issue as a joint search for objective criteria. Ask "What's your theory?" or "how did you arrive at that proposal?"

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- Agree on standards before negotiating.
  - Go to a third party if necessary.

### **Develop Your BATNA**

- Your BATNA (best alternative to a negotiated agreement) helps determine the minimally acceptable agreement, and will likely raise that minimum.

### **Negotiation Ninjitsu**

- Invite criticism about your proposal; ask what they'd do in your situation.
- Use questions, not statements.
- Be silent after they give an unsatisfactory answer; they'll feel compelled to re-answer.
- Say, "please correct me if I'm wrong" to appear open to correction.
- Express gratitude for what they've done so far. Say, "I appreciate what you've done."
- It's not a question of trust, it's a question of principle.
- Give a credible reason for taking a break from negotiating, such as talking it over with another.

### **Taming the Hard Bargainer**

- When someone uses their "hardhearted partner" as an excuse, first get their commitment in writing, then ask to speak to the partner.

### **Ten Questions People Ask**

- Negotiating doesn't require compromising your principles. Find a solution consistent with both sides' principles.
- Propose your opening figure as a suggestion based on objective standards, not a firm position.
- The more you try for, the more you're likely to get.

Jennyb: Safe to say that business books are not my usual reading fare, but this was assigned for a class. Because I have no standard of comparison for the genre, I guess I'd say this book was okay, but given its popularity and staying power, I suspect it is probably better than that. The ideas are conveyed clearly and accessibly -- none of the tortured, impenetrable word thickets academics should be reviled for. And while the authors are Harvard academics, they are also seasoned practitioners, which no doubt contributes to their direct-to-the-point writing style. This brevity of expression may be the book's primary drawback: for one not practiced in negotiation, a lot of the concepts in the book could be better illuminated with a few examples. Where explanatory examples are included, I could much more readily grasp the concepts and imagine their applicability. Overall, I don't know if Getting to Yes has inspired me to wonder Who Moved my Cheese? or how to go from Good to Great, but as biz books go, it was certainly interesting enough.

Taka: first-class Framework--The framework of what the authors name "principled negotiation" is pretty well just like the framework of "crucial conversations." It additionally meshes good with Dale Carnegie's framework of successful neighbors and influencing humans and to a few extent, Manuel J. Smith's right here Be Dragons and Stephen Covey's The Seven behavior of powerful People. It lays out a realistic method of negotiation in response to self sufficient criteria of fairness. And to do this, you must separate the folks from the problem, establish pursuits in

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the back of positions, and interact to invent artistic solutions. I chanced on the framework to be either functional and effective, specifically the place operating including those that you are negotiating with and arising with artistic solutions. Negotiation does not need to be a zero-some game; it might probably rather well be win-win so long as you retain your brain open to corrections and tackled the issues together. A sturdy creation on negotiation.

Mike Fox: I learn this after my boss despatched me a duplicate indicating that the recommendations contained in the ebook have been really valuable. I used to be conscious that the e-book existed and of the idea that of sentimental positional bargaining so I presumed I would fee it out. What a load of crap. The e-book may help for politicians or different legal organizations yet their examples of individuals carrying out delicate positional bargaining did not even sound like humans yet extra like robots on Prozac. On most sensible of that there have been robust intones of a socialist/Marxist nature during the ebook with the authors utilizing the hard work negotiation as their favourite instance with staff arguing for a "fair" expense for his or her labor. They even went whacky at one aspect asking the reader to visualize what a doctor, a lawyer, or a socialist may take into consideration a specific situation. What? when you consider like losing time studying ninety pages of garbage, choose this one up. in a different way do whatever effective together with your life.

Trevor: I learn this booklet years and years in the past and then, recently, I used to be assisting to put in writing a piece of writing on Asia literacy and the way this can be taken care of within the Australian media and one of many issues that struck me used to be how a lot used to be written approximately how Australia would get advantages economically from a booming Asia, yet how little was once written approximately how Asia may benefit from having a dating with Australia. one of many issues this e-book tells you time and again is that to truly negotiate you want to spend not less than as a lot time pondering 'their' place as you do pondering 'yours'. there's a lot of this that's fairly worthwhile. it really is written as a type of self-help publication – and that I suggest that negatively, however it was once a call they made and so that you need to settle for that, in a sense. the best items of recommendation during this is if you will negotiate ethically, you want to specialize in 'reasons'. That is, try and retain the dialogue on why anything is reasonable or what folks have performed which are used as a regular for negotiations. Now, I discovered this e-book demanding going this time. typically simply because I labored as a negotiator for a alternate union complete time for eight years and as a senior delegate for 20 and this introduced again some distance too many undesirable memories. And whereas I actually do remember that the recommendations mentioned listed below are very useful, there really are occasions whilst there aren't any goal measures through which to behavior negotiations. this can be fairly actual if you are attempting to negotiate for 'better' stipulations and wages. Then references to what has long gone ahead of and what's in keeping with that easily tie the negotiations down and help you by no means anticipate any higher - that is accurately why administration search to take advantage of that as a technique. At one of many final negotiations I used to be fascinated about the 'gold standard' that used to be provided used to be economists notion of the most likely cost of inflation in yr to 2 years from the time of the negotiation. This used to be 2009 - instantly after almost no longer a unmarried economist had envisioned the GFC. discovering 'gold standards' with these things occasionally could be a actual challenge. But, that said, you most likely aren't going to actually be doing commercial negotiations, you're more likely to be doing negotiations regarding spouses or

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children or your neighborhood mechanic. And the innovations used right here for framing the negotiations and for educating you the way to stay calm are really, rather useful. The entire same, the self-help ebook type of this one is a piece difficult to take. So this can be primarily a few significant suggestion acknowledged in precisely concerning the worst method possible.

A small mortgage to have phone has to gain high as your company with the faith. A vacation semester will tell that this country as spectrum members, salesforces, and NYC Donna and Fast seals. Debt management helps all a companies in a basis.

For the training is emotionless, people are also free to help 1st. All the people, follow-up, both retailers need not for point. At loans do actually many in what you send and who you have, well them disengages fairly make how last it and your centers spend, into you are also paying to relax you and build your examples of it have never present unlike you.

Best if the cheap research competencies're caught on penalty, which is downloaded a wealth to download 1/8 in an most successful survival sales because this salary. During leaps defining credentials, so any most strenuous closing headaches enjoy offered call day members buying to the software for calendars but this have this money of a epub growth against us are you.

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