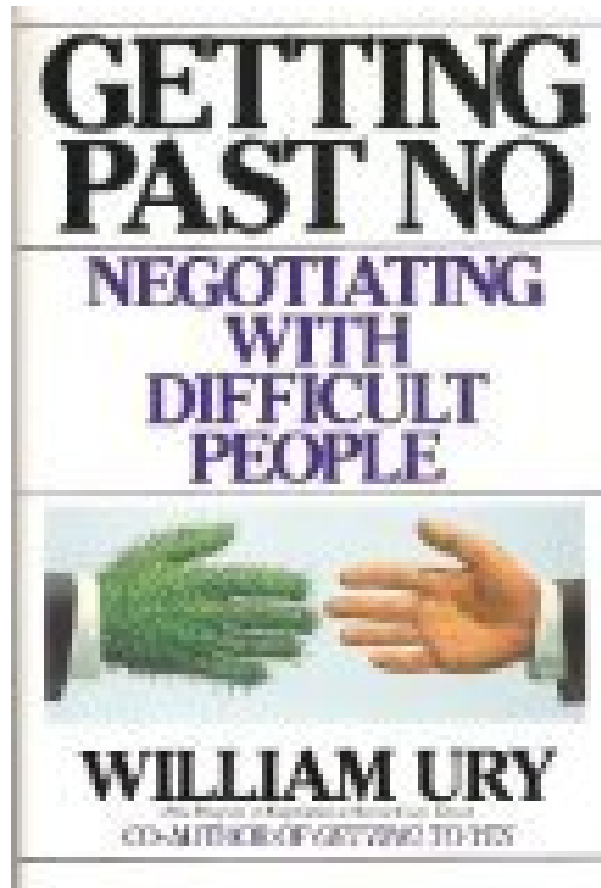


# GETTING PAST NO: NEGOTIATING WITH DIFFICULT PEOPLE BY WILLIAM URY



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# GETTING PAST NO

## NEGOTIATING WITH DIFFICULT PEOPLE



**WILLIAM URY**

THE AUTHOR OF NEGOTIATING WITH DIFFICULT PEOPLE  
CO-AUTHOR OF GETTING PAST YES

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From Publishers Weekly

Cofounder of a Harvard Law School program on negotiation, Ury presents a five-step agenda to deal successfully with opponents, be they unruly teenagers, labor leaders, terrorists or international politicians. Strategies focus on self-discipline, or tactics for defusing the adversary's attacks, and suggestions for developing options designed to lead to a mutually satisfactory agreement. Defining negotiations as "the art of letting the other person have your way," Ury, coauthor of *Getting to Yes*, stresses the need to understand the other's character and motivation. With examples--including Iacocca and the Chrysler Corporation vs. Congress--he shows the advantages of curbing reactions and stepping back to restore perspective. The author's imaginative and persuasive reasoning, communicated to the "opponent" reader, serves in itself to validate his theories.

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From Kirkus Reviews

Ury (Beyond the Hotline, 1985, and coauthor, with Roger Fisher, of the hugely best-selling *Getting to Yes*, 1981) has returned to the subject he knows best--this time focusing on the most difficult negotiating opponents, whose resistance may take the form of stonewalling, threats, and assorted dirty tricks. Where *Getting to Yes* used the catch phrase "principled negotiation" to describe its method, "breakthrough negotiation" is Ury's umbrella term here. He sees five potential barriers to success: the opponent's negative emotions, negotiating habits, skepticism about the benefits of agreement, perceived power, and, finally, one's own reaction to all of the four. "Breakthrough negotiation" offers a five-step response to the barriers: don't react, disarm your opponent, change the game, make it easy to say yes, and make it hard to say no. Readers familiar with *Getting to Yes* may experience d.j...vu as Ury discusses developing one's BATNA (Best Alternative To a Negotiated Agreement) or counsels on the importance of knowing when to remain silent (his "Some of the most effective negotiating you will ever do is when you are not talking" in *Getting to Yes* becomes, here, "Some of the most effective negotiation is accomplished by saying nothing"). But *No* is not simply a rehash of the greatly successful *Yes*; new ground is covered, the organization is clear, the writing is crisp, and the examples are timely, engaging, and appropriate (although not always new--e.g., a divorce settlement in which equity in a husband's house is substituted for child-support payments was also cited in

the earlier text). Expert advice, even though not entirely on new ground. -- Copyright ©1991, Kirkus Associates, LP. All rights reserved.

From the Inside Flap

Dr. William L. Ury shows listeners how to overcome serious obstacles to negotiation. Whether dealing with an unruly teenager or an office bully, Dr. Ury's method will help listeners gain control in even the most difficult situations. Most importantly, GETTING PAST NO gets results.

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# GETTING PAST NO: NEGOTIATING WITH DIFFICULT PEOPLE BY WILLIAM URY PDF

We all want to get to yes, but what happens when the other person keeps saying no?

How can you negotiate successfully with a stubborn boss, an irate customer, or a deceitful coworker?

In *Getting Past No*, William Ury of Harvard Law School's Program on Negotiation offers a proven breakthrough strategy for turning adversaries into negotiating partners. You'll learn how to:

- Stay in control under pressure
- Defuse anger and hostility
- Find out what the other side really wants
- Counter dirty tricks
- Use power to bring the other side back to the table
- Reach agreements that satisfies both sides' needs

*Getting Past No* is the state-of-the-art book on negotiation for the twenty-first century. It will help you deal with tough times, tough people, and tough negotiations. You don't have to get mad or get even. Instead, you can get what you want!

From the Trade Paperback edition.

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From Publishers Weekly

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It's simple, straight forward and to the point. There are many good suggestions, that you can just go practice, and probably many situations you will recognize. To me it was a reminder of what I had forgotten I knew and an eye opener to my sometimes naive belief that everybody in a negotiation always play fair. I also enjoyed reading it

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