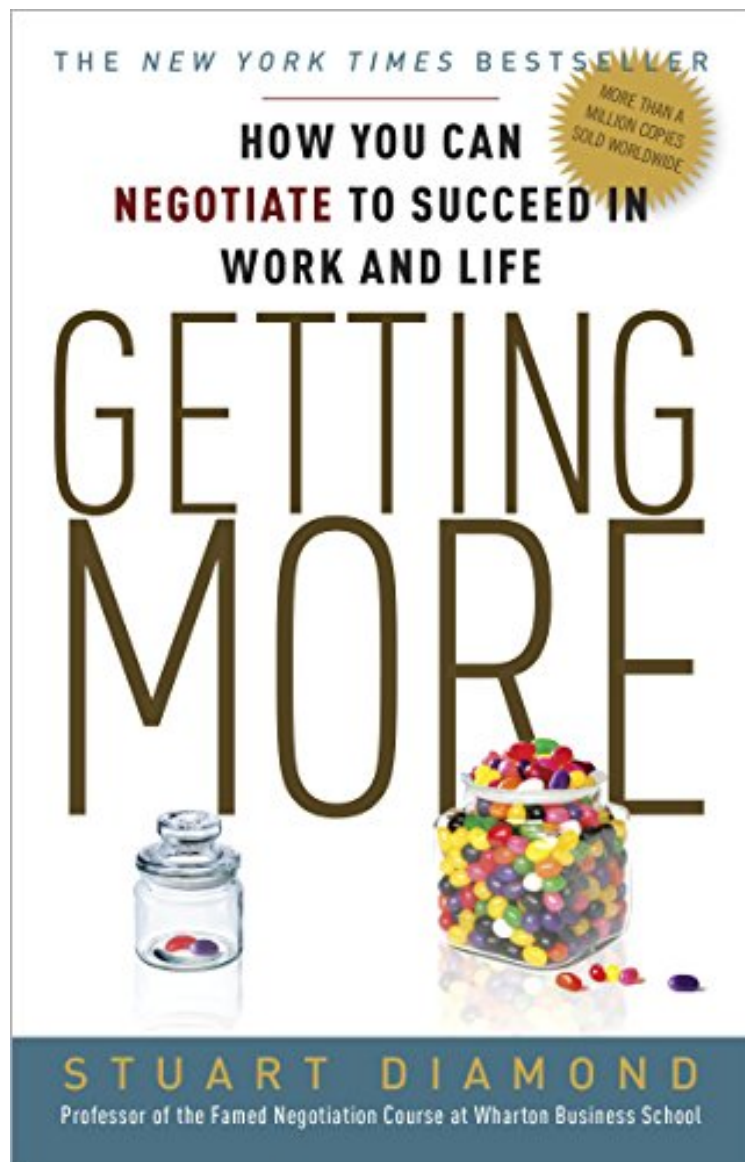


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## Getting More: How You Can Negotiate to Succeed in Work and Life

*Stuart Diamond*

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**Stuart Diamond : Getting More: How You Can Negotiate to Succeed in Work and Life** before purchasing it in order to gage whether or not it would be worth my time, and all praised Getting More: How You Can Negotiate to Succeed in Work and Life:

1 of 1 people found the following review helpful. I feel very lucky to have found this book!By Adamlquo;Getting Morerdquo; offers a framework for achieving your goals.Very rarely I own both the paperback and the same audio-book, with it also the number one gift that I give to my friends and family.I have re-read this book many times, because the book doesn't just present a bunch of negotiation "tricks." It provides a sound framework for

communicating with others to help everyone get more. Prof. Diamond constantly strongly advocates the importance of being truthful, transparent and not deceiving the other party. The biggest negative is the examples throughout the book can get repetitive, which definitely drives home the point. Although I feel Prof. Diamond is reiterating the importance of practice, practice, practice and practice, by showing the tools in the book being utilized under as many different scenarios as possible. "Getting More" is definitely worth the money and I suggest buying the book!

0 of 0 people found the following review helpful. This book changed the ways in which I approach negotiations!! By JVI took Professor Diamond's class in graduate school, and I read his book *Getting More*. Throughout the semester, I became aware of the numerous opportunities to negotiate that are available in life every day to and get more. The book also equipped me with the necessary tools to approach negotiation opportunities in a more systematic way. My performance as a negotiator improved dramatically after reading the book and learning the methods taught by Professor Diamond. The most prominent example of what I learned is when my former business partner did not want to adhere to a verbal agreement that we made. After attempting to negotiate with him for a year, I thought my efforts were futile. I then used the tools in the book and developed a detailed strategy based on the "getting more" method. The tools that I used included standards and trading items of unequal value, and I was able to resolve the situation and close the agreement with my business partner. In summary, the methods that I learned changed the ways in which I approached negotiations, and they will become a part of my negotiation practices in the future. I recommend this book to anyone who wants to become a better negotiator!

6 of 6 people found the following review helpful. Excellent Book on Negotiation and Dealing With Others By Alain B. Burrese "Getting More: How to Negotiate to Achieve Your Goals in the Real World: by Stuart Diamond presents his "12 invisible strategies that change everything you thought you knew about negotiating." Diamond, who is an internationally recognized negotiation expert and award-winning professor of the famed negotiation course at Wharton Business School, has written one of the most practical and enjoyable negotiation books I've read in a long time. I really like this book. I like it so much that I used a copy as a give-a-way when I spoke on black belt strategies to break impasse at the Northwest Dispute Resolution Conference in Seattle, WA, earlier this month. If you are looking to "get more" from your negotiations, this is a book to read, learn from, and implement the strategies into your every day dealings. This is not just a simple little book with a few "rules" or "guidelines," but rather a dense text of nearly four hundred pages of concrete strategies and real life examples of how the strategies have been used by numerous students of Diamond's classes. But before you get scared away by my calling this book a dense text of nearly 400 pages, be assured that it is easy and enjoyable to read. Additionally, it is very practical. That's one of the things I liked the most about this book. It isn't a college text book of theory, but rather a book of common sense and practical advice on negotiating in numerous every day situations. If one could criticize the book at all, it would be that some of the strategies seem simple and are common sense. So why don't people use them more? I don't know, but read this book, use them, and get more. Seriously, you will. You'll also find you get along better with people and just might enjoy your interactions with others more too. The book doesn't just present a bunch of negotiation "tricks." It provides sound advice on communicating with others to help you get what you want, or at least more of what you want. It really is a book on interacting with others, which essentially is what negotiation is. We are always negotiating, the difference is if we do it well or not. This book will help you do it well. And not only will you get more, but when achieving your goals, you will help others too. The chapters on standards and trading things of unequal value are excellent. The examples throughout the book make the lessons real, and illustrate how they can be done. I've been teaching and writing about negotiation and mediation for a long time, and I learned a lot from this book. It has changed some of the things I teach. I encourage anyone who wants to improve their interactions with others and "get more" to read this book. Reviewed by Alain Burrese, J.D., author of a regular column on negotiation for *The Montana Lawyer*.

This new model of human interaction has been chosen by Google to train the entire company worldwide (30,000 employees), is the #1 book for your career chosen by *The Wall Street Journal's* website, and is labeled "phenomenal" by *Lawyer's Weekly* and "brilliant" by Liza Oz of the Oprah network. Based on more than 20 years of research and practice among 30,000 people in 45 countries, *Getting More* concludes that finding and valuing the other party's emotions and perceptions creates far more value than the conventional wisdom of power and logic. It is intended to provide better agreements for everyone no matter what they negotiate — from jobs to kids to billion dollar deals to shopping. The book, a *New York Times* bestseller and #1 *Wall Street Journal* business best seller, is based on Professor Stuart Diamond's award-winning course at the Wharton Business School, where the course has been the most popular over 13 years. It challenges the conventional wisdom on every page, from "win-win" to BATNA to rationality to the use of power. Companies have made billions of dollars so far using his new model and parents have gotten their 4-year-olds to willingly brush their teeth and go to bed. Prof. Diamond draws from his experience as a Pulitzer Prize winning journalist at *The New York Times*, Harvard-trained attorney, Wharton MBA, U.N. Consultant in many countries and manager and executive in many sectors, including technology, agriculture, medical services, finance, energy and aviation. "The ROI from reading *Getting More* will make it the best investment you make this year," says Rhys Dekle, the business development

head of the Microsoft Games division, which produces X-Box. He added that the book was his team's best investment of the year too. The model was also used to quickly solve the 2008 Hollywood Writers' Strike. The advice is addressed through the insightful stories of more than 400 people who have used Prof. Diamond's tools with great success: A 20% savings on an item already on sale. An extra \$300 million profit in a business. A woman from India getting out of her own arranged marriage. Better relationships with the family, including teenagers. Raises at work. Better jobs. Dealing with emotional situations. Meeting one's goals. Finding better things to trade. Solving cultural and political problems, sports conflicts, and ordinary arguments. The book is intended to be used in any situation. The most common response is "life changing", beginning on page one. "The most inspirational book I have read this year" said David Simon, an attorney in San Francisco, CA. "This book can change the world," says Craig Silverman, Investment Advisor, Long Island, NY

From Booklist *Getting to Yes* (1991), by William Fisher and others, was just the beginning. Diamond, lawyer, journalist, and professor, using information and ideas gathered from his teachings, has further honed (and perfected) the art of goal-getting in today's world, no matter what the specific personal or business objective. His 12 invisible strategies, from "goals are paramount" to "prepare and practice," become the framework for achievement. This does not represent a win-win mentality, as he carefully points out; rather, his type of negotiation is transparent and based on trust, recognizing that personal relationships will always make or break the outcome. Think of this as a series of coaching sessions, facilitated by an expert with more than 20 years' experience, filled with real-life examples and step-by-step exercises. — Barbara Jacobs A former Pulitzer Prize-winning reporter for the New York Times, Diamond (Law/Univ. of Pennsylvania) debuts with a superb how-to based on his immensely popular course on negotiation. The author prepares for any negotiation by asking himself, "What are my goals? Who are they? What will it take to persuade them?" Depending on the answers, he then draws selectively on bargaining tools and strategies described in this anecdote-rich book. Others in his field assume that most people in a negotiation are rational. Not so, says Diamond. People in the real world—whether friends, store clerks or CEOs—tend to be emotional and irrational in their interactions. Since the People involved make up 90 percent of a negotiation (substance accounts for only 10 percent), you must negotiate based on your understanding of "the pictures in the head of the other party"—a phrase Diamond frequently uses to underscore that psychology trumps the issues at the bargaining table. Successful negotiators must prepare, learn what makes others tick (through research and small talk), take small steps, communicate clearly, turn problems into opportunities, avoid deceit and embrace differences. Above all, writes the author, they must stay focused on specific goals and connect with the other party. Many of Diamond's suggestions are counterintuitive. This immensely useful book will have wide appeal and leave many readers anxious to put their new skills to work. — Kirkus

From the Hardcover edition. About the Author

**STUART DIAMOND** is one of the world's leading experts on negotiation. He has advised executives and managers from more than 200 of the Fortune 500 companies, and taught 30,000 people in 45 countries, from country leaders and professionals to homemakers and school children. A professor from practice at The Wharton School of business, where his course has been the most popular over 13 years, he has also taught at Harvard, Columbia, NYU, USC, Oxford and Berkeley, and advised the U.N. and the World Bank. A former associate director of the Harvard Negotiation Project at Harvard Law School, he has managed a variety of business ventures, including technology, medical services, energy, agriculture, finance and aviation. He holds a J.D. from Harvard Law School and an MBA from Wharton. Previously, Diamond was a Pulitzer Prize-winning reporter for the New York Times. His negotiation process solved the 2008 Hollywood Writers Strike, and has been selected by Google to train its 30,000 employees worldwide. Other clients include JP Morgan, Morgan Stanley, Microsoft and multiple companies in the healthcare field. He advised the top government leaders in Latvia in organizing their government after the fall of the Soviet Union, assisted Kuwait in rebuilding its government after the first Gulf War and advised the President and Foreign Minister of Nicaragua on more effective media and political strategies. He also helps parents to get their young children to willingly brush their teeth and go to bed and shows employees and executives how to get better jobs and raises. For more information, visit [www.gettingmore.com](http://www.gettingmore.com)