

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

By Stuart Diamond

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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 Lawyers' 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 Writer's 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

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- Rank: #71150 in eBooks

- Published on: 2010-12-28
- Released on: 2010-12-28
- Format: Kindle eBook

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Editorial Review

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*

Review
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

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Paul Eastman:

Why? Because this Getting More: How You Can Negotiate to Succeed in Work and Life is an unordinary book that the inside of the book waiting for you to snap the item but latter it will shock you with the secret that inside. Reading this book next to it was fantastic author who write the book in such amazing way makes the content inside of easier to understand, entertaining way but still convey the meaning completely. So , it is good for you for not hesitating having this any longer or you going to regret it. This book will give you a lot of benefits than the other book have got such as help improving your proficiency and your critical thinking method. So , still want to delay having that book? If I were being you I will go to the publication store hurriedly.

Jacqueline McArdle:

The book untitled Getting More: How You Can Negotiate to Succeed in Work and Life contain a lot of information on that. The writer explains her idea with easy way. The language is very clear and understandable all the people, so do definitely not worry, you can easy to read the item. The book was compiled by famous author. The author will take you in the new period of literary works. You can easily read this book because you can keep reading your smart phone, or product, so you can read the book inside anywhere and anytime. In a situation you wish to purchase the e-book, you can start their official web-site in addition to order it. Have a nice go through.

Craig Chivers:

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