

The Magic of Dialogue: Transforming Conflict into Cooperation

By Daniel Yankelovich

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In this groundbreaking work, famed social scientist and world-famous public opinion expert Daniel Yankelovich reinvents the ancient art of dialogue. Successful managers have always known how to make decisions and mobilize coworkers. But as our businesses continue to expand, conversations and discussions just aren't enough to bring people and their different agendas together anymore. Dialogue, when properly practiced, will align people with a shared vision, and help them realize their full potential as individuals and as a team. Drawing on decades of research and using real life examples, *The Magic of Dialogue* outlines specific strategies for maneuvering in a wide range of situations and teaches managers, leaders, business people, and other professionals how to succeed in the new global economy, where more players participate in decision-making than ever before.

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The Magic of Dialogue: Transforming Conflict into Cooperation By Daniel Yankelovich Bibliography

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Editorial Review

Amazon.com Review
Dialogue--a carefully structured communications technique that is generally employed to promote mutual understanding between bona fide as well as potential adversaries--has been responsible for such seminal events as ending the cold war and initiating (albeit briefly) a Middle East peace accord. But business, says well-known social scientist and public-opinion specialist Daniel Yankelovich, also can utilize the process to develop "webs of relationships" that encourage the acceptance and increase the adoption of any company's plans and visions. *The Magic of Dialogue* outlines 15 specific strategies (such as "Focus on common interests, not divisive ones" and "Use specific cases to raise general issues") that can be successfully applied in situations ranging from routine meetings and casual encounters to corporate retreats and union negotiations. While admitting it "is not a panacea for all the problems that ail us," Yankelovich incorporates real-life examples and suggestions to support his contention that "when dialogue is done skillfully, the results can be extraordinary." --*Howard Rothman*

From Kirkus Reviews
A believer in communication celebrates the obvious. Yankelovich (Coming to Public Judgment, 1991) is so giddy about dialogue his cheerleading is irritating. The promise of dialogue is certainly appealing: ``long-standing stereotypes dissolved, mistrust overcome, mutual understanding achieved, visions shaped and grounded in shared purpose, people previously at odds with one another aligned on objectives and strategies," etc. But does anyone doubt that listening carefully and sympathetically to each other, genuinely trying to understand the positions of others, then incorporating what we have learned into our own pronouncements is more likely to produce good things than if we refuse to do so? This behavior may be rare, but surely not because people honestly believe narrow-mindedness is superior in conversations. According to Yankelovich, ``the most frequent reason that dialogue fails is simply that it is not done well" (of course, few activities succeed when done badly), and based on this truism, he proceeds to lay out three core requirements for dialogue (equality and the absence of coercion, listening with empathy, and bringing assumptions into the open), 15 strategies for achieving it, ten potholes that hinder it, and three cultural fault lines dialogue can overcome. Rarely has common sense been presented so systematically. The first strategy, for example, is to check for the three core requirements of dialogue and learn how to introduce any that are missing; the first pothole is that people hold back because they lack the trust to participate freely in the interaction. While no one could question the truth of these statements, there is reason to wonder whether a book featuring them needed to be written. Yankelovich and his readers would have been better off if he had applied his dialogic skills to a substantive problem like the topic of his final chapter, the ``struggle for the soul of America," rather than writing this naive primer. -- *Copyright ©1999, Kirkus Associates, LP. All rights reserved.*

Review
Daniel Goleman *The New York Times Book Review The Magic of Dialogue* [should be] mandatory reading [for] anyone who seeks to overcome mistrust and misunderstanding in resolving contentious issues.

Sol Price founder, Price Club I'm sorry this book wasn't available fifty years ago. Reading it is bound to improve your effectiveness as a manager as well as your personal relationships with your fellow men and women.

Craig Wynett general manager, Corporate New Ventures, Procter & Gamble [Yankelovich's] depth of insight and years of data on the deeper trends in human values make him an unlimited asset to anyone who seeks to

serve consumers in every culture.

Users Review

From reader reviews:

Belinda Timmer:

Do you have favorite book? In case you have, what is your favorite's book? E-book is very important thing for us to find out everything in the world. Each book has different aim or even goal; it means that e-book has different type. Some people truly feel enjoy to spend their time to read a book. They are reading whatever they consider because their hobby is definitely reading a book. Think about the person who don't like reading through a book? Sometime, individual feel need book whenever they found difficult problem or maybe exercise. Well, probably you will need this The Magic of Dialogue: Transforming Conflict into Cooperation.

Mary Killgore:

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John Rivera:

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Eunice Nunn:

The Magic of Dialogue: Transforming Conflict into Cooperation can be one of your basic books that are good idea. Most of us recommend that straight away because this reserve has good vocabulary which could increase your knowledge in terminology, easy to understand, bit entertaining but delivering the information. The author giving his/her effort to place every word into enjoyment arrangement in writing The Magic of Dialogue: Transforming Conflict into Cooperation although doesn't forget the main place, giving the reader the hottest and also based confirm resource facts that maybe you can be one among it. This great information may drawn you into new stage of crucial pondering.

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