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present a four-step method for interest-
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YES Negotiating an agreement without giving in Roger Fisher and William Ury With Bruce Patton, Editor Second edition by Fisher, Ury and Patton RANDOM HOUSE BUSINESS BOOKS. 2 GETTING TO YES The authors of this book have been working together since 1977.

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Getting to Yes : Roger Fisher : 9781847940933

In their revolutionary book Getting to Yes: Negotiating Agreement Without Giving In (Penguin, 3rd edition, 2011),

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Roger Fisher, William Ury, and Bruce Patton introduced the world to the possibilities of mutual-gains negotiation, or integrative negotiation. The authors of *Getting to Yes* explained that negotiators don't have to choose between either waging a strictly competitive, win-lose negotiation battle or caving in to avoid conflict.

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Six Guidelines for “Getting to Yes” - PON - Program on ...

The authors note that "the reason you negotiate is to produce something better than the results you can obtain without negotiating." [p. 104] The weaker party should reject agreements that would leave them worse off than their BATNA.

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Without a clear idea of their BATNA a party is simply negotiating blindly.

Summary of "Getting to Yes: Negotiating Agreement Without ...

Describes a method of negotiation that isolates problems, focuses on interests, creates new options, and uses objective criteria to help two parties reach an

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agreement Amazon.com description:
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"Since it was first published in 1981 Getting to Yes has become a central book in the Business Canon: the key text on the psychology of negotiation. Its message of "principled negotiations"--Finding acceptable compromise by determining which

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Free download or read online Getting to Yes: Negotiating an Agreement Without Giving In pdf (ePUB) book. The first edition of the novel was published in 1981, and was written by Roger Fisher. The book was published in multiple languages including English, consists of 200 pages and is available in Paperback format. The main characters of this

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which is considered a standard work on negotiation, the authors present the method of fact-based negotiation.

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