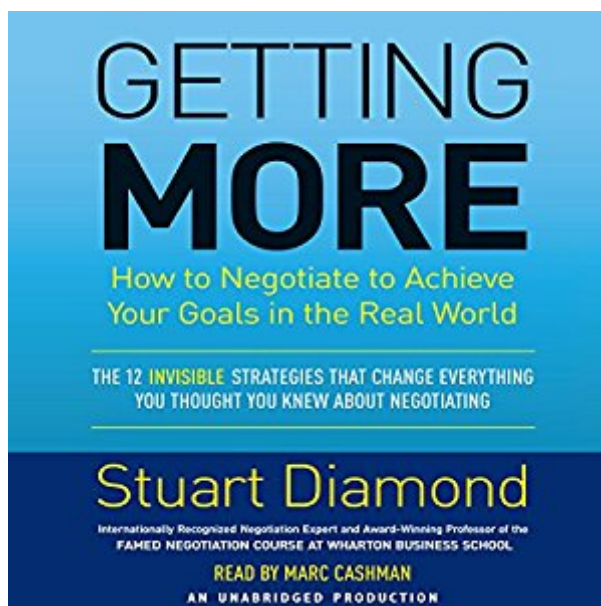


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# Getting More: How To Negotiate To Achieve Your Goals In The Real World



## Synopsis

Negotiation is part of every human encounter, and most of us do it badly. Whether dealing with family, a business, or diplomacy, people often fail to meet their goals in every country and context. They focus on power and "win-win" instead of relationships and perceptions. They don't find enough things to trade. They think others should be rational when they should be dealing with emotions. They get distracted from their goals. In this revolutionary book, leading negotiation practitioner and professor Stuart Diamond draws on the research and practice of 30,000 people he has taught and advised in 45 countries over two decades to outline specific, practical and better ways to deal with others. They range from country and corporate leaders to administrative assistants, lawyers, housewives, students, and laborers. To this he adds his 40-year experience as an executive, Harvard-trained attorney, and Pulitzer Prize-winning journalist. *Getting More* is based on Professor Diamond's award-winning negotiations course at The Wharton Business School, where it has been the most sought-after course by students for 13 years. It contains a powerful toolkit that can be used in any situation: with kids and jobs, travel and shopping, business, politics, relationships, cultures, partners and competitors. The advice is addressed through the stories of hundreds of people who have used 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. A four-year-old willingly brushing his teeth and going to bed. Instead of "win-win", it sometimes makes more sense to lose today to get more tomorrow. The use of power, Diamond cautions, too often causes retaliation, harms relationships, and costs credibility. Walking out is almost never as good as understanding the other person's perceptions and fixing the problem.

## Book Information

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## Customer Reviews

“Getting More” 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 scenario as possible. “Getting More” is definitely worth the money and I suggest buying the book!

I haven't even finished this book and I've saved \$1600+. A big portion of that came in from trying to negotiate my way out of a pet deposit (\$300). Instead, I got a month of free rent (\$1500). But I've gotten money back from a furniture store and my bank as well. And those are just the things I can think of in 30 seconds of trying. Definitely read this book. I wish I had read it before negotiating my new salary at a job, but I will definitely be using these techniques at my 90 day review.

This is a good book. I actually wasn't willing to pay the points to take Negotiations with Professor Diamond in business school, so the book attracted me. One thing I will say for later releases, consider removing the titles and firms of the students in the examples. It becomes grating by the end, and suggests the author is trying too hard to convince the reader that smart, accomplished people use the techniques. No one needs to hear that XYZ person is an MD at Barclays, or an analyst at the World Bank. It is not important information, and again, eventually grates upon the reader... Or at least, this reader!

I 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!

"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.

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