

GETTING PAST NO: NEGOTIATING WITH DIFFICULT PEOPLE BY WILLIAM URY



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Sequel to the bestseller, *Getting to Yes*

Getting past

no

Negotiating with difficult people

William Ury

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From Publishers Weekly

Cofounder of a Harvard Law School program on negotiation, Ury presents a five-step agenda to deal successfully with opponents, be they unruly teenagers, labor leaders, terrorists or international politicians. Strategies focus on self-discipline, or tactics for defusing the adversary's attacks, and suggestions for developing options designed to lead to a mutually satisfactory agreement. Defining negotiations as "the art of letting the other person have your way," Ury, coauthor of *Getting to Yes*, stresses the need to understand the other's character and motivation. With examples--including Iacocca and the Chrysler Corporation vs. Congress--he shows the advantages of curbing reactions and stepping back to restore perspective. The author's imaginative and persuasive reasoning, communicated to the "opponent" reader, serves in itself to validate his theories.

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From the Inside Flap

Dr. William L. Ury shows listeners how to overcome serious obstacles to negotiation. Whether dealing with an unruly teenager or an office bully, Dr. Ury's method will help listeners gain control in even the most difficult situations. Most importantly, GETTING PAST NO gets results.

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