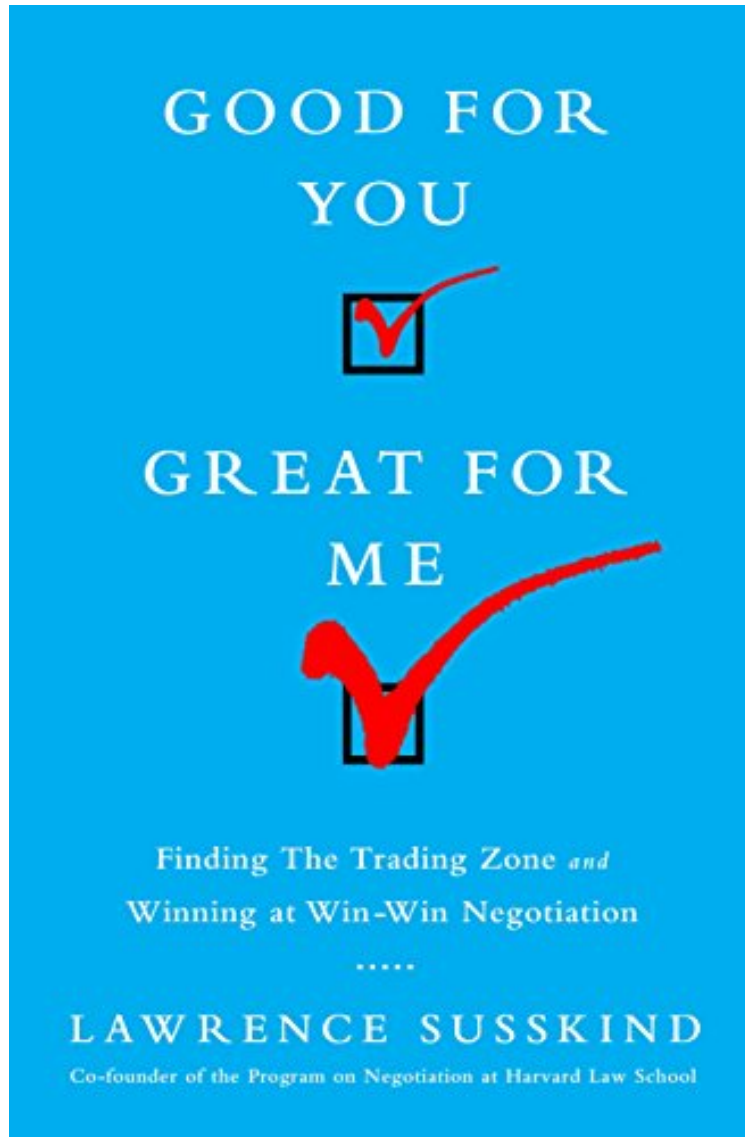


## Good for You, Great for Me: Finding the Trading Zone and Winning at Win-Win Negotiation

Lawrence Susskind

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**Lawrence Susskind : Good for You, Great for Me: Finding the Trading Zone and Winning at Win-Win Negotiation** before purchasing it in order to gage whether or not it would be worth my time, and all praised Good for You, Great for Me: Finding the Trading Zone and Winning at Win-Win Negotiation:

7 of 7 people found the following review helpful. practical negotiation advice for the real worldBy Frank L. Park, Jr.Negotiation is a critical skill, both in the business world and in everyday life, so I've read a bunch of books on the

topic over the years. (I picked up this one as I liked Professor Susskind's "Breaking Roberts' Rules," published about 10 years ago.) I've learned some useful things from collaborative texts like "Getting to Yes" and also from take-no-prisoners titles like "Start with No." But I've always been skeptical about one-size-fits-all negotiation advice. Expanding the pie often makes a lot of sense, but you can't wish away the fact that each side wants to grab a big slice. And splitting the difference isn't the answer. In negotiation, there are wins and there are WINS. This short book tackles that reality head-on. The author begins by telling the story on himself about how he bought a vacation home years ago. He was satisfied with the price and it proved to be a good deal. Nevertheless, in hindsight, he realizes that he likely could have gotten an even better outcome by being better prepared and more creative. He offers many other examples of successes and failures that provide valuable lessons. There are good checklists, as well. I appreciated how well the book is laid out, so you can dig into the parts that are most important to you. (I'm a solo practitioner, so I just skimmed the pages on organizational issues.) But there are other parts that I'm sure I'll re-read when I'm about to enter an important negotiation (especially, the material on openings and creating value). I strongly recommend this book. To put it bluntly, if you're negotiating against someone who has read it but you have not . . . well, all I can say is, "good luck."

2 of 2 people found the following review helpful. Very well written book on the subject. Wasn't quite ...

By Jeff Anderson Very well written book on the subject. Wasn't quite the book I was looking for, but that did not make the material any less satisfying. It seems to cater more toward corporate negotiator types and less for 'garage sale' type negotiations . . . not that I was looking for the garage sale type.

0 of 0 people found the following review helpful. Learned negotiation essentials

By Customer The book is awesome, great for introduction into negotiation. Altogether with the edx course I learned a lot.

You've read the classic on win-win negotiating, *Getting to Yes* ... but so have they, the folks you are now negotiating with. How can you get a leg up ... and win?

"Win-win" negotiation is an appealing idea on an intellectual level: Find the best way to convince the other side to accept a mutually beneficial outcome, and then everyone gets their fair share. The reality, though, is that people want more than their fair share; they want to win. Tell your boss that you've concocted a deal that gets your company a piece of the pie, and the reaction is likely to be: "Maybe we need to find someone harder-nosed than you who knows how to win. We want the whole pie, not just a slice." However, to return to an earlier era before "win-win" negotiation was in fashion and seek simply to dominate or bully opponents into submission would be a step in the wrong direction—and a public relations disaster.

By showing how to win at win-win negotiating, Lawrence Susskind provides the operational advice you need to satisfy the interests of your back table—the people to whom you report. He also shows you how to deal with irrational people, whose vocabulary seems limited to "no" or with the proverbial 900-pound gorilla. He explains how to find trades that create much more value than either you or your opponent thought possible. His brilliant concept of "the trading zone"—the space where you can create deals that are "good for them but great for you" while still maintaining trust and keeping relationships intact—is a fresh way to re-think your approach to negotiating. The outcome is often the best of both possible worlds: You claim a disproportionate share of the value you've created while your opponents still look good to the people to whom they report. Whether the venue is business, a family dispute, international relations, or a tradeoff that has to be made between the environment and jobs, Susskind provides a breakthrough in how to both think about, and engage in, productive negotiations.

"[Susskind] offers innovative ways to head off foreseeable problems... A useful guide with broad applications beyond the world of business."—Kirkus

"Fortunately, this dense material is presented in a warm, collegial tone and structured in manageable chapters, which are in turn broken up by subheadings punctuated by snappy call-out boxes of text. Full of valuable advice, this title is a must-read for business or law school curricula and anyone who needs to negotiate in today's global marketplace."—Publishers Weekly