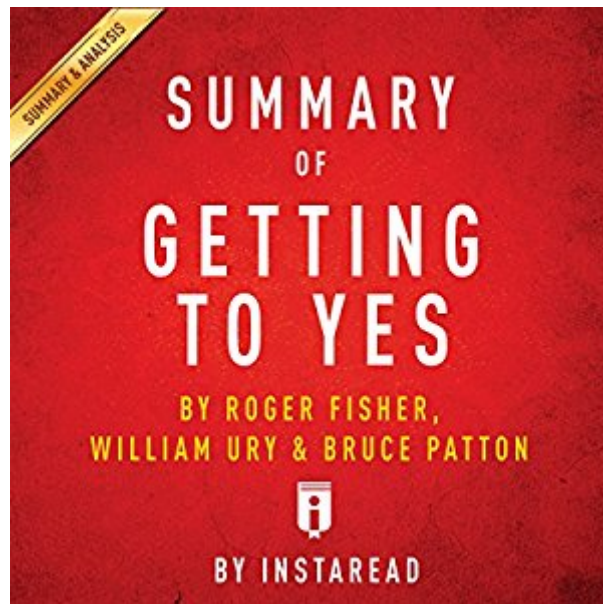


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# Summary Of Getting To Yes, By Roger Fisher, William Ury, And Bruce Patton | Includes Analysis



## Synopsis

Summary of Getting to Yes by Roger Fisher, William Ury, and Bruce Patton | Includes Analysis

Preview: Getting to Yes by Roger Fisher, William Ury, and Bruce Patton is a guide to using principled negotiation techniques rather than positional bargaining that makes for less successful negotiations. Positional bargaining occurs when two people argue over a particular concession, usually reaching an arbitrary compromise. In those instances the agreement usually does not address the interests of both negotiators. Principled negotiations find more creative, wise outcomes to conflicts.... Please note: This is key takeaways and analysis of the book, and not the original book. Inside this Instaread Summary of Getting to Yes: Overview of the book Important people Key takeaways Analyses of key takeaways About the Author With Instaread, you can get the key takeaways, summary, and analysis of a book in 15 minutes. We read every chapter, identify the key takeaways, and analyze them for your convenience.

## Book Information

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## Customer Reviews

Years ago, Roger Fischer, William Ury, and Bruce Patton wrote a fantastic little book on effective negotiating, Getting to Yes. They updated this book in 2011, including examples that are more familiar to younger readers, but the basic philosophy, of conducting principled negotiations with a view of all sides in the process getting something out of it, is as sound as it ever was. Instaread's Summary of Getting to Yes by Roger Fischer, William Ury and Bruce Patton is an outstanding review and analysis of this book on techniques for achieving creative and wise outcomes to conflicts. These guides are not commissioned by the authors or publishers and are an excellent,

objective look inside the broader work for busy readers. I received a complimentary copy of this book in exchange for my unbiased review.

This is an overview of the actual book "Getting to Yes." Kind of like an abbreviated Cliff's Notes for the full book. It provides a potential reader enough information regarding this book's content to determine if we want to invest the extra money and time to actually buy and read the entire book. This nonfiction book is about "the art of negotiation." Other books on this same subject usually conclude by stating that a satisfactory negotiation is one in which BOTH sides feel as though they have gotten something of value from their deliberation. Unfortunately, that isn't always possible. This summary outlines some of those stalemates and potential ways of moving forward.

This covers, in overview form, the guiding concepts of principles (as oppose to positional) negotiation. When people bargain on position (point by point over specific concessions) they generally reach a somewhat arbitrary compromise that helps no one, rather than a holistic solution that addresses the highest concerns of both parties. Both sides get some of what they want, some of the time. Good negotiators separate the people from the problem, working together for mutual good. Parties should treat all interests as valid and important. This has been covered in many works on topics of both business and personal relationships, and it is well-handled here. Negotiators should break out of zero-sum thinking (if party A wins, party B loses) and invent options for mutual gain. This is exactly what Covey means by think win win. Positions should be based on firm, objective criteria. Start from a single, tentative document, edited by both sides working together. Principled negotiation can be used when the two sides have differing amounts of power in the situation. This book provides a reasonable overview of the topic, enough to judge if the principles are sound, but does not substitute well for the original. It does provide some interesting examples (HBO and Showtime reaching a rather brilliant agreement for one). I received a copy in exchange for an honest review.

Intersting quick summarization of Getting To Yes. This is more about the power of negotiation between opposing parties versus taking a firm debatable stance. Placing the focus on the overall outcome instead of personal feelings and motives will ultimately help you become more strategically successful. Creating reasonable environments where negotiators are free of biases and free to express themselves helps make for a more conducive negotiation and overall outcome. Discussions of possible and probable outcomes will help to alleviate any stress between negotiating parties,

thusly resulting in a more comprehensive and balanced outcome. Principled Negotiation is the key focus of Getting To Yes, and can be useful in almost every aspect of life. Great information. As a top reviewer I received this for my unbiased read, reviewer and opinion. All comments expressed are my own.

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