

Download Getting Into The Negotiation

Getting to Yes: Negotiating Agreement Without Giving In is a best-selling 1981 non-fiction book by Roger Fisher and William L. Ury. Subsequent editions in 1991 and 2011 added Bruce Patton as co-author. The key text on problem-solving negotiation—updated and revised since its original publication nearly thirty years ago—Getting to Yes has helped millions of people learn a better way to negotiate. Start the new year with the key text on problem-solving negotiation—updated and revised. Getting to Yes has helped millions of people learn a better way to negotiate. Negotiating is a part of everyday life, but in business it's absolutely critical to your success. Poor negotiation can cripple a company just as quickly as losing key customers.