



Building Agreement: Using Emotions as You Negotiate

By Roger Fisher, Daniel Shapiro

Cornerstone. Paperback. Book Condition: new. BRAND NEW, Building Agreement: Using Emotions as You Negotiate, Roger Fisher, Daniel Shapiro, Whether you're negotiating with an angry boss or a difficult colleague - or, indeed, a stubborn teenager - you can learn to use your emotions to help you achieve the result you want. Building Agreement shows you how to control the five 'core concerns' that motivate people: -- Express appreciation for what others think, feel or do -- Build affiliation and turn an adversary into a colleague -- Respect autonomy in others and gain autonomy in return -- Acknowledge status and simultaneously establish your own worth -- Choose a fulfilling role during the process of negotiating Using the latest research of the Harvard Negotiation Project, the group that brought you the groundbreaking book Getting to Yes, this is a superbly practical guide to mastering essential negotiating skills. Originally published in hardback under the title Beyond Reason.

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