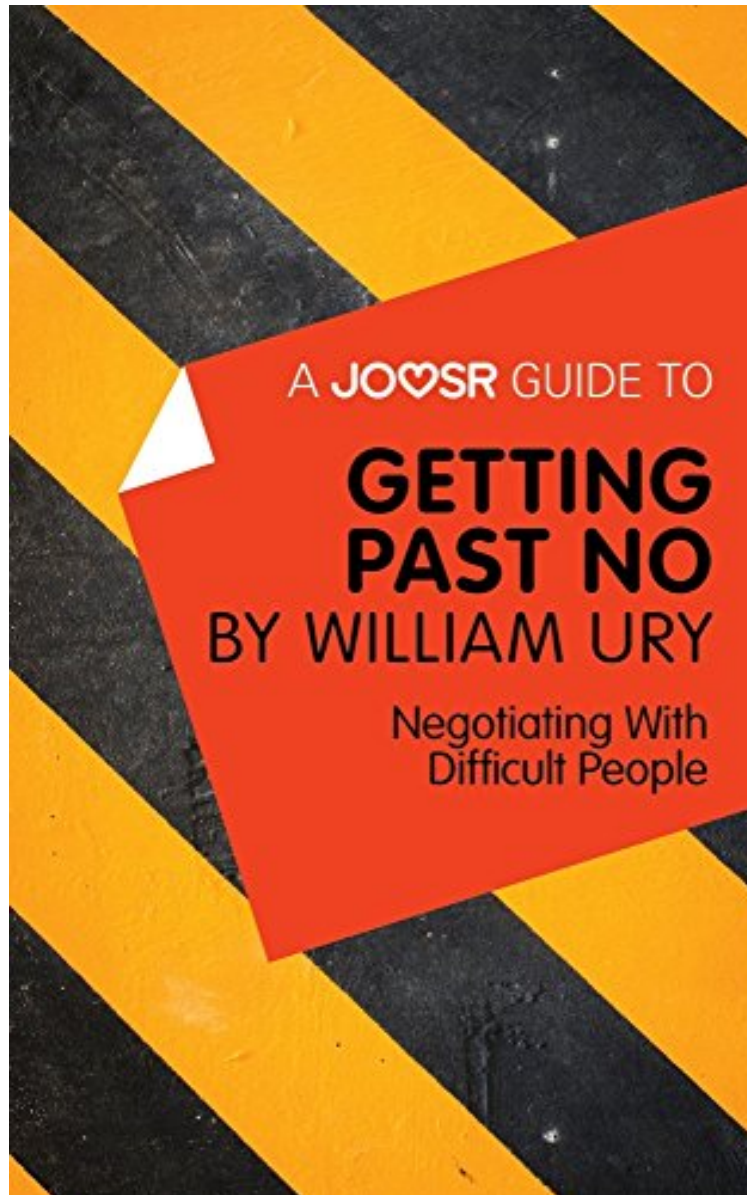


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## A Joosr Guide to... Getting Past No by William Ury: Negotiating With Difficult People

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In today's fast-paced world, it's tough to find the time to read. But with Joosr guides, you can get the key insights from bestselling non-fiction titles in less than 20 minutes. Whether you want to gain knowledge on the go or find the books you'll love, Joosr's brief and accessible eBook summaries fit into your life. Find out more at [joosr.com](http://joosr.com). Have you ever been faced with wanting to negotiate a change with someone, but they refuse to even discuss the matter? Or is their idea of negotiation to propose a "take it or leave it" offer, without entering into further discussion? What should you do if your potential fellow negotiator is difficult and obstructive, or simply just mistrustful and suspicious of getting into discussions? Whatever the underlying cause, *Getting Past No* is specifically aimed at negotiations where there is difficulty even getting the other person to talk to you, let alone come to a reasonable agreement. It demonstrates how to engage problematic people and get them to the negotiating table, at the very least. Then once you are actually negotiating, it shows how to keep discussions running smoothly and improve your chances of coming to a successful, mutually beneficial agreement. You will learn:

- How to get the other person to trust you enough to come to the negotiating table, even if they have initially refused
- How to rephrase and reframe your language to give you the best possible chance of getting your way
- Strategies to use when faced with a seemingly non-negotiable "take it or leave it" offer.