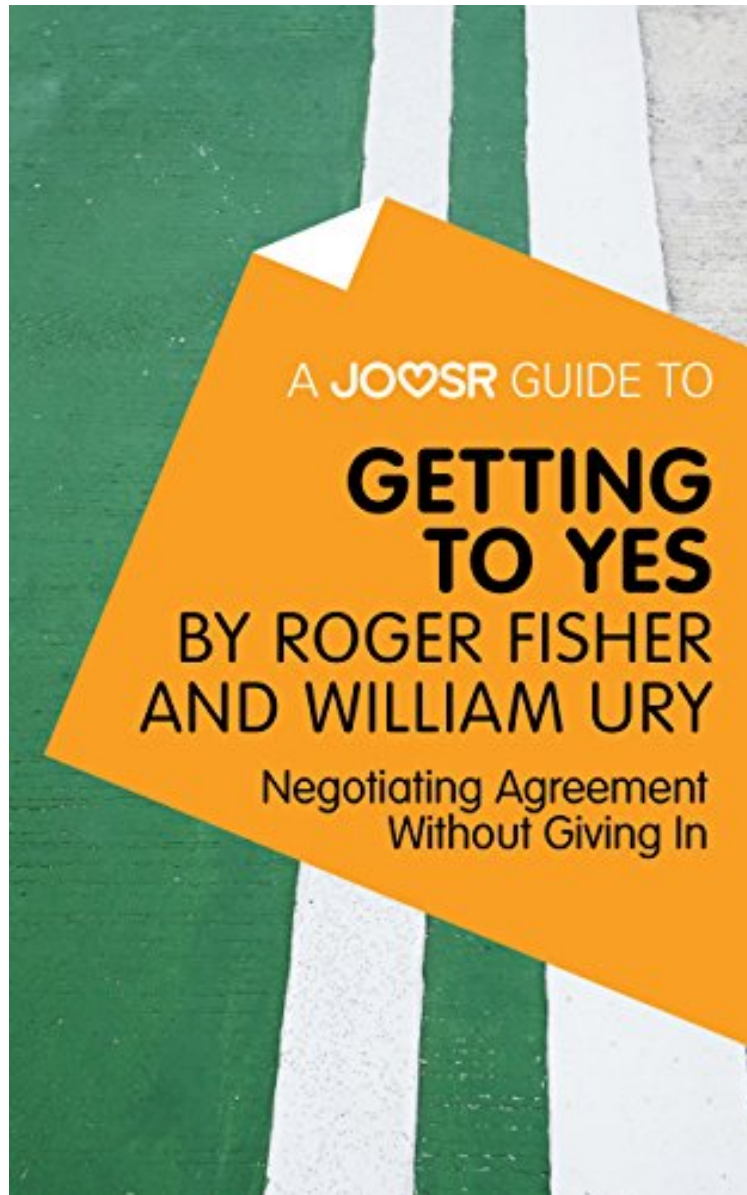


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## A Joosr Guide to... Getting to Yes by Roger Fisher and William Ury: Negotiating Agreement Without Giving In

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## Guide to... Getting to Yes by Roger Fisher and William Ury: Negotiating Agreement Without Giving In:

The mission of Getting to Yes is to spread knowledge about best practice in negotiation, and to improve everyone's knowledge and experience of how to reach agreement. In particular it encourages "principled negotiation," where practitioners are able to negotiate to a successful outcome, and at the same time enhance their personal or professional reputation. Getting to Yes teaches how to get the absolute best out of negotiations and deals, with information that can be used in almost any situation (such as business to business deals, family discussions, and community or political protests). Best of all, it shows how to combine the skills so that both sides end up as "winners." You will learn:

- Why it is so important to apply agreed, measurable standards to negotiations
- How to reduce the effects of negative emotions during negotiations
- How you can work with the other party, instead of against them.