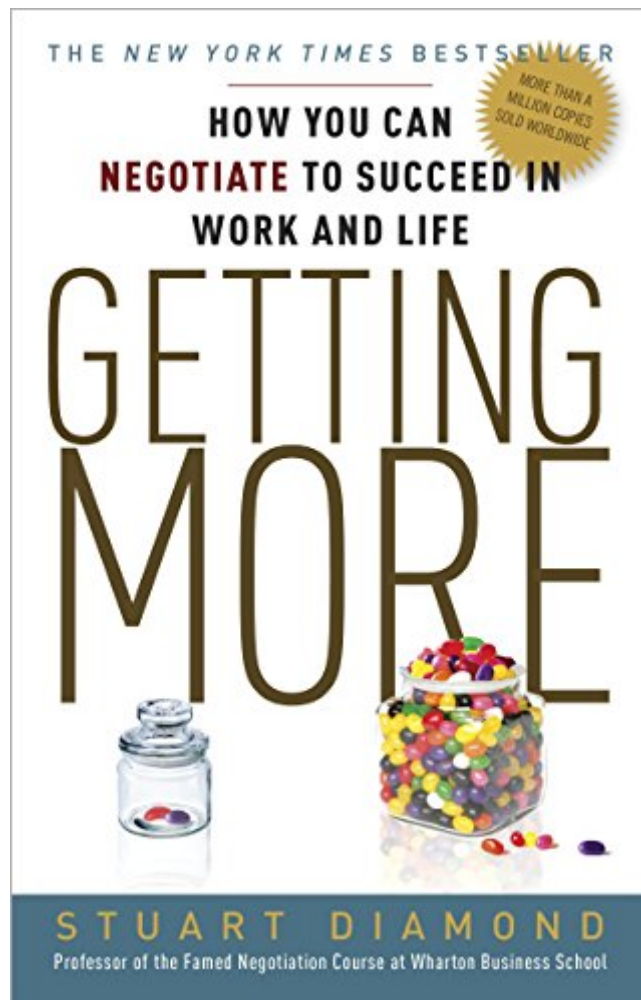




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# Getting More: How You Can Negotiate To Succeed In Work And Life



## Synopsis

This new model of human interaction has been chosen by Google to train the entire company worldwide (30,000 employees), is the #1 book for your career chosen by The Wall Street Journal's website, and is labeled "phenomenal" by Lawyers' Weekly and "brilliant" by Liza Oz of the Oprah network. Based on more than 20 years of research and practice among 30,000 people in 45 countries, *Getting More* concludes that finding and valuing the other party's emotions and perceptions creates far more value than the conventional wisdom of power and logic. It is intended to provide better agreements for everyone no matter what they negotiate – from jobs to kids to billion dollar deals to shopping. The book, a New York Times bestseller and #1 Wall Street Journal business best seller, is based on Professor Stuart Diamond's award-winning course at the Wharton Business School, where the course has been the most popular over 13 years. It challenges the conventional wisdom on every page, from "win-win" to BATNA to rationality to the use of power. Companies have made billions of dollars so far using his new model and parents have gotten their 4-year-olds to willingly brush their teeth and go to bed. Prof. Diamond draws from his experience as a Pulitzer Prize winning journalist at The New York Times, Harvard-trained attorney, Wharton MBA, U.N. Consultant in many countries and manager and executive in many sectors, including technology, agriculture, medical services, finance, energy and aviation. "The ROI from reading *Getting More* will make it the best investment you make this year," says Rhys Dekle, the business development head of the Microsoft Games division, which produces X-Box. He added that the book was his team's best investment of the year too. The model was also used to quickly solve the 2008 Hollywood Writers' Strike. The advice is addressed through the insightful stories of more than 400 people who have used Prof. Diamond's tools with great success: A 20% savings on an item already on sale. An extra \$300 million profit in a business. A woman from India getting out of her own arranged marriage. Better relationships with the family, including teenagers. Raises at work. Better jobs. Dealing with emotional situations. Meeting one's goals. Finding better things to trade. Solving cultural and political problems, sports conflicts, and ordinary arguments. The book is intended to be used in any situation. The most common response is "life changing", beginning on page one. "The most inspirational book I have read this year" said David Simon, an attorney in San Francisco, CA. "This book can change the world," says Craig Silverman, Investment Advisor, Long Island, NY

## Book Information

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## Customer Reviews

“Getting More” offers a framework for achieving your goals. Very rarely I own both the paperback and the same audio-book, with it also the number one gift that I give to my friends and family. I have re-read this book many times, because the book doesn't just present a bunch of negotiation "tricks." It provides a sound framework for communicating with others to help everyone get more. Prof. Diamond constantly strongly advocates the importance of being truthful, transparent and not deceiving the other party. The biggest negative is the examples throughout the book can get repetitive, which definitely drives home the point. Although I feel Prof. Diamond is reiterating the importance of practice, practice, practice and practice, by showing the tools in the book being utilized under as many different scenario as possible. “Getting More” is definitely worth the money and I suggest buying the book!

I haven't even finished this book and I've saved \$1600+. A big portion of that came in from trying to negotiate my way out of a pet deposit (\$300). Instead, I got a month of free rent (\$1500). But I've gotten money back from a furniture store and my bank as well. And those are just the things I can think of in 30 seconds of trying. Definitely read this book. I wish I had read it before negotiating my

new salary at a job, but I will definitely be using these techniques at my 90 day review.

This is a good book. I actually wasn't willing to pay the points to take Negotiations with Professor Diamond in business school, so the book attracted me. One thing I will say for later releases, consider removing the titles and firms of the students in the examples. It becomes grating by the end, and suggests the author is trying too hard to convince the reader that smart, accomplished people use the techniques. No one needs to hear that XYZ person is an MD at Barclays, or an analyst at the World Bank. It is not important information, and again, eventually grates upon the reader... Or at least, this reader!

I took Professor Diamond's class in graduate school, and I read his book *Getting More*. Throughout the semester, I became aware of the numerous opportunities to negotiate that are available in life every day to and get more. The book also equipped me with the necessary tools to approach negotiation opportunities in a more systematic way. My performance as a negotiator improved dramatically after reading the book and learning the methods taught by Professor Diamond. The most prominent example of what I learned is when my former business partner did not want to adhere to a verbal agreement that we made. After attempting to negotiate with him for a year, I thought my efforts were futile. I then used the tools in the book and developed a detailed strategy based on the "getting more" method. The tools that I used included standards and trading items of unequal value, and I was able to resolve the situation and close the agreement with my business partner. In summary, the methods that I learned changed the ways in which I approached negotiations, and they will become a part of my negotiation practices in the future. I recommend this book to anyone who wants to become a better negotiator!

"*Getting More: How to Negotiate to Achieve Your Goals in the Real World*: by Stuart Diamond presents his "12 invisible strategies that change everything you thought you knew about negotiating." Diamond, who is an internationally recognized negotiation expert and award-winning professor of the famed negotiation course at Wharton Business School, has written one of the most practical and enjoyable negotiation books I've read in a long time. I really like this book. I like it so much that I used a copy as a give-a-way when I spoke on black belt strategies to break impasse at the Northwest Dispute Resolution Conference in Seattle, WA, earlier this month. If you are looking to "get more" from your negotiations, this is a book to read, learn from, and implement the strategies into your every day dealings. This is not just a simple little book with a few "rules" or "guidelines," but

rather a dense text of nearly four hundred pages of concrete strategies and real life examples of how the strategies have been used by numerous students of Diamond's classes. But before you get scared away by my calling this book a dense text of nearly 400 pages, be assured that it is easy and enjoyable to read. Additionally, it is very practical. That's one of the things I liked the most about this book. It isn't a college text book of theory, but rather a book of common sense and practical advice on negotiating in numerous every day situations. If one could criticize the book at all, it would be that some of the strategies seem simple and are common sense. So why don't people use them more? I don't know, but read this book, use them, and get more. Seriously, you will. You'll also find you get along better with people and just might enjoy your interactions with others more too. The book doesn't just present a bunch of negotiation "tricks." It provides sound advice on communicating with others to help you get what you want, or at least more of what you want. It really is a book on interacting with others, which essentially is what negotiation is. We are always negotiating, the difference is if we do it well or not. This book will help you do it well. And not only will you get more, but when achieving your goals, you will help others too. The chapters on standards and trading things of unequal value are excellent. The examples throughout the book make the lessons real, and illustrate how they can be done. I've been teaching and writing about negotiation and mediation for a long time, and I learned a lot from this book. It has changed some of the things I teach. I encourage anyone who wants to improve their interactions with others and "get more" to read this book. Reviewed by Alain Burrese, J.D., author of a regular column on negotiation for The Montana Lawyer.

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