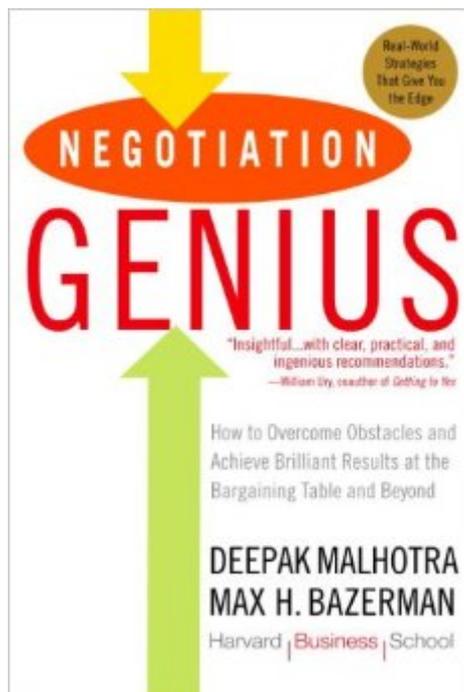


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# Negotiation Genius: How To Overcome Obstacles And Achieve Brilliant Results At The Bargaining Table And Beyond



## Synopsis

From two leaders in executive education at Harvard Business School, here are the mental habits and proven strategies you need to achieve outstanding results in any negotiation. Whether you've seen it all or are just starting out, *Negotiation Genius* will dramatically improve your negotiating skills and confidence. Drawing on decades of behavioral research plus the experience of thousands of business clients, the authors take the mystery out of preparing for and executing negotiations—whether they involve multimillion-dollar deals or improving your next salary offer. What sets negotiation geniuses apart? They are the men and women who know how to:

- Identify negotiation opportunities where others see no room for discussion
- Discover the truth even when the other side wants to conceal it
- Negotiate successfully from a position of weakness
- Defuse threats, ultimatums, lies, and other hardball tactics
- Overcome resistance and sell proposals using proven influence tactics
- Negotiate ethically and create trusting relationships along with great deals
- Recognize when the best move is to walk away
- And much, much more

This book gets down and dirty. It gives you detailed strategies—including talking points—that work in the real world even when the other side is hostile, unethical, or more powerful. When you finish it, you will already have an action plan for your next negotiation. You will know what to do and why. You will also begin building your own reputation as a negotiation genius.

## Book Information

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## Customer Reviews

Good negotiators are methodical, so it's not surprising that this book takes a methodical approach.

For example, it's laid out in three parts that are naturally sequential. Each part consists of chapters in progressive order. This structure helps the reader absorb the material rapidly. Not everyone is comfortable with a methodical approach or a structured way of thinking. But unstructured thinking and haphazard approaches put a very low ceiling on performance in negotiation and in many other disciplines. The book itself exudes the methodical approach and structured thinking that are key to good negotiating. The authors obviously take their own medicine. You may have read a new book in which the author claims to have the insight everyone else is missing and then contradicts what came before. Diet books are notorious for that. Fortunately, Negotiation Genius builds on the existing body of knowledge. Having read other books on the topic of negotiation, I was pleased to find that this book is consistent with the established literature while also providing new insight. Three things I found especially helpful were in Part III, "Negotiating in the Real World." There were: Chapter 9: Confronting Lies and Deceptions. Many of the strategies espoused in negotiation books, seminars, and courses work well if the other party is negotiating in good faith and trying to work with you. But even small, unintended deceptions (they believe it, even if it isn't true) can easily undermine otherwise brilliant strategies. A good negotiator doesn't use any particular strategy in isolation. A negotiation genius goes a step further, by using strategies specifically targeted at uncovering lies and deceptions, then using other strategies to overcome them with the best outcome in mind.

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