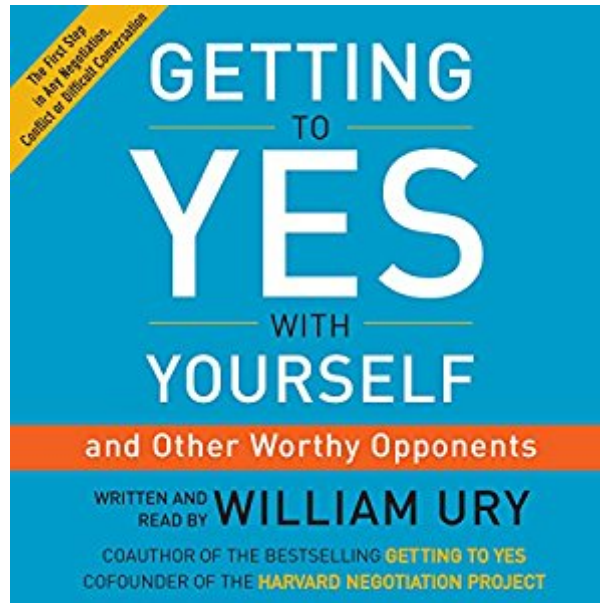


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# Getting To Yes With Yourself: (And Other Worthy Opponents)



## Synopsis

William Ury, co-author of the classic best seller on negotiation *Getting to Yes*, has taught tens of thousands of people from all walks of life - managers, salespeople, students, parents, lawyers, and diplomats - how to become better negotiators. Over the years, Ury has discovered that the greatest obstacle to successful agreements and satisfying relationships is not the other side, as difficult as they can be. The biggest obstacle is actually ourselves - our natural tendency to react in ways that do not serve our true interests. But this obstacle can also become our biggest opportunity, Ury argues. If we learn to understand and influence ourselves first, we lay the groundwork for understanding and influencing others. In this indispensable prequel to *Getting to Yes*, Ury draws deeply on his personal and professional experience negotiating conflicts around the world to present a practical method to help you get to yes with yourself first, dramatically improving your ability to get to yes with others. Extraordinarily useful and elegantly simple, *Getting to Yes with Yourself* is an essential guide to achieving the inner satisfaction that will, in turn, make your life better, your relationships healthier, your family happier, your work more productive, and the world around you more peaceful.

## Book Information

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## Customer Reviews

“In the morning when I look at myself in the mirror, I like to remind myself that I am seeing the person who is probably going to give me the most trouble that day, the opponent who will be the biggest obstacle to me getting what I truly want.” So writes William Ury in his just published and

excellent new book, *Getting to Yes with Yourself*. The distinguished co-author of the seminal *Getting to Yes* has come to the conclusion that the missing piece in all his writing about dealing with conflict is the inner one. Indeed, he describes this latest book as a "prequel" to *Getting to Yes*, the essential prerequisite to being able to achieve win-win, interest-based negotiated outcomes with others. Often, he observes, those who understand *Getting to Yes* fall back under pressure into costly and destructive win-lose methods, usually because we perceive others as "difficult people", threatening to take advantage of us and to cause us loss. We are "reaction machines". He writes that "every little in life may be under our full control, but the choice between yes and no is ours to make at any moment. We can choose to say yes or no to ourselves, to be either our best ally or our worst opponent. We can choose to say yes or no to life, to treat life either as friend or foe. We can choose to say yes or no to others, to relate to them either as possible partners or implacable allies. And our choices make all the difference." Choose well and we can have three kinds of win. Ury suggests a number of apparently small changes that may make all the difference. Put yourself in your shoes "suspend your inner critic: what do you really need? Develop your inner BATNA (see *Getting to Yes!*) " who are you blaming for your own needs not being met? What are the costs?

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