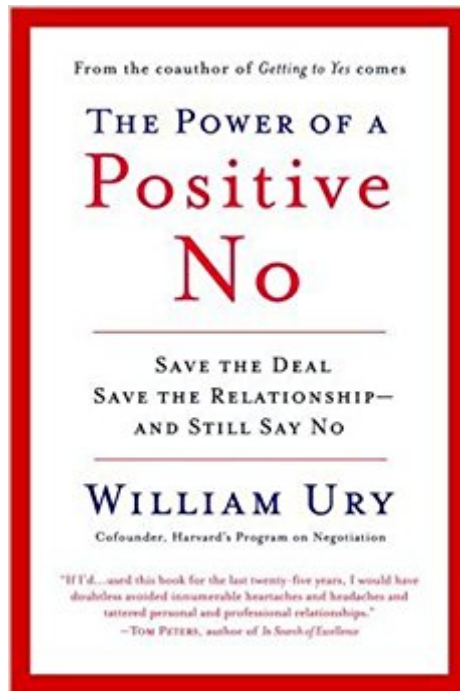


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# The Power Of A Positive No: Save The Deal Save The Relationship And Still Say No



## Synopsis

No is perhaps the most important and certainly the most powerful word in the language. Every day we find ourselves in situations where we need to say No “to people at work, at home, and in our communities” because No is the word we must use to protect ourselves and to stand up for everything and everyone that matters to us. But as we all know, the wrong No can also destroy what we most value by alienating and angering people. That’s why saying No the right way is crucial. The secret to saying No without destroying relationships lies in the art of the Positive No, a proven technique that anyone can learn. This indispensable book gives you a simple three-step method for saying a Positive No. It will show you how to assert and defend your key interests; how to make your No firm and strong; how to resist the other side’s aggression and manipulation; and how to do all this while still getting to Yes. In the end, the Positive No will help you get not just to any Yes but to the right Yes, the one that truly serves your interests. Based on William Ury’s celebrated Harvard University course for managers and professionals, *The Power of a Positive No* offers concrete advice and practical examples for saying No in virtually any situation. Whether you need to say No to your customer or your coworker, your employee or your CEO, your child or your spouse, you will find in this book the secret to saying No clearly, respectfully, and effectively. In today’s world of high stress and limitless choices, the pressure to give in and say Yes grows greater every day, producing overload and overwork, expanding e-mail and eroding ethics. Never has No been more needed. A Positive No has the power to profoundly transform our lives by enabling us to say Yes to what counts “our own needs, values, and priorities. Understood this way, No is the new Yes. And the Positive No may be the most valuable life skill you’ll ever learn!

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## **Customer Reviews**

The title isn't a cute play on words. This book really does reveal how to say "no" in a positive way. Some people think saying no is negative behavior, without recognizing the reality that failing to say no (when you should) can do immense harm. Some people think that getting your way ("winning") is what matters, and they render their "no" in a way that diminishes their own position and everyone involved. The first view is disrespectful to yourself and dishonest toward the other person. The latter is disrespectful to the other person and dishonest toward yourself. Neither view takes into consideration that two parties have their own needs and agendas to meet. When one side loses, both lose. A third way, which Ury reveals, is honest and respectful to both parties. Consequently, it leads to a positive outcome for both parties. Sometimes, it's a matter of leaving a door open. You may have worked with someone who quit and came back several times over the course of many years--how did that person manage to say no to your employer and yet leave the door open to being rehired later? A "no" doesn't need to inflict negative results--it can provide positive results. How that happens is the subject of this book, and Ury provides many examples to show how this works. In fact, one example from this book was a verbatim suggestion given to me by a business associate just last year. In a pre-sale message, we needed to tell a customer no to some features he wanted. I had sent my associate my planned reply, and she came back with a suggestion--it was a softener to the no, one that left the door open without tying us down. The customer was delighted with my modified reply, and I closed the sale.

I bought this book for twenty dollars, plus tax . . . but it was still a gift. I say this because Ury is clearly a world-class leader in the field of negotiations, whose expertise has been honed in the most varied and challenging of circumstances. Yet, in this book he shares many of the secrets by which he makes his bread and butter and earns the respect of giants of industry, government, as well as the more proletarian lives he touches. I asked myself, "Why did this very busy and successful man bother to take the time to lay all of this out for us common folk?" Sure, he'll make a big profit from the endeavor, but still, we will grow rich as well, in other ways, due to his having bothered to share his hard-earned wisdom with us all. In writing this book, Ury has done us all a service, certainly myself. From the very beginning, he increased my awareness and sense of confidence in social and

professional relationships, as when I had to quickly draw the line with a person with a borderline personality who was wreaking relational havoc at my place of work. Ury gives us confidence in our No's, grounded in a conscious and deep sense of our own "Yesss," our own non-negotiable principles and values. He also teaches us how to move beyond "No," to liveable "Yesses," that is, to solutions which respect and address the needs of all parties. This book is wise, it is principled, it is thorough. At times it seemed too detailed, but as I continued to read, I was grateful for his patient exploration of every nuance, because even amidst my first reading, I was promising myself a second read . . . and more. This, because the book is a master course in more effective interpersonal relationships whether in the workplace, academia, or the home.

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