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You Can Negotiate Anything: The World's Best Negotiator Tells You How To Get What You Want



Synopsis

Herb Cohen believes the world is a giant negotiating table and, like it or not, you're a negotiator. Whether you're dealing with your spouse, boss, department store, bank manager, children, solicitor, or best friend - in every encounter with other people, negotiating is always taking place. And how well you handle those encounters determines whether you prosper happily or suffer frustration and loss. With his helpful and sensible approach Cohen shows that negotiating is a process you can understand and predict - and most importantly, that it's a practical skill you can learn and improve upon.

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Customer Reviews

On the first of the three CDs, Herb covers how Power and Time can affect a negotiation. And how to use these tools to affect other people's behavior during a negotiation. Listed below is a summarization of the first 8 "Power" perspectives that Herb outlines in his audio book. I only provide brief descriptions.

1. The "power" of Competition - Creating competition for what you have (money, something you are selling, or even an idea) and what you have goes up in value. Don't devalue what you have by telling the other party that no one else is interested in it. Emphasize how others are interested in what you have.
2. The "power" of Options - Always have options before entering a negotiation. By researching and obtaining many or even a few options, you will be more confident during your negotiation. The other side will sense this and will probably become more flexible.
3. The "power" of Legitimacy - The power of written words. Most people have a perception that what is

written in books or signs are to be taken as fact. Promote written words (show car dealers adds of a cheaper deal on the same car, etc...) with the understand that written words can be challenged. And you should also challenge written words when it serves you.4. The "power" of Risk Taking - Take calculated risks. If you don't, the other side might and will have an advantage. (not much else to say there).5. The "power" of Commitment - Getting others to take a piece of the action. When you have a partner or more in your endeavor, there are now more people share in the stress (thus yours goes down) and in the negotiation process.6.

As the title indicates, this book is about negotiation, which the author defines as: "What is negotiation? It is the use of information and power to affect behavior within a "web of tension." If you think about this broad definition, you'll realize that you do, in fact, negotiate all the time both on your job and in your personal life." Herb then summarizes the three pillars of negotiation, the main premise of the book: "In every negotiation in which you're involved--in every negotiation in which I'm involved--in fact, in every negotiation in the world (from a diplomatic geopolitical negotiation to the purchase of a home)--three crucial elements are always present: 1. Information. The other side seems to know more about you and your needs than you know about them and their needs. 2. Time. The other side doesn't seem to be under the same kind of organizational pressure, time constraints, and restrictive deadlines you feel you're under. 3. Power. The other side always seems to have more power and authority than you think you have."Below are key excerpts from the book that I found particularly insightful:1- "Within reason, you can get whatever you want if you're aware of our options, if you test your assumptions, if you take shrewdly calculated risks based on solid information, and if you believe you have power. "2- "You have more power sources at your fingertips than you realize! 1. The power of competition...2. The power of legitimacy. Legitimacy can be questioned and challenged. Use the power of legitimacy when it's advantageous for you to do so and challenge that power when it's advantageous for you to do so...3. The power of risk taking You must be willing to take risks while negotiating. Risk taking involves mixing courage with common sense...4.

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