



HBR Guide to Negotiating (HBR Guide Series)

Jeff Weiss

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Forget about the hard bargain.

Whether you're discussing the terms of a high-stakes deal, forming a key partnership, asking for a raise, or planning a family event, negotiating can be stressful. One person makes a demand, the other concedes a point. In the end, you settle on a subpar solution in the middle—if you come to any agreement at all.

But these discussions don't need to be win-or-lose situations. Written by negotiation expert Jeff Weiss, the *HBR Guide to Negotiating* provides a disciplined approach to finding a solution that works for everyone involved. Using a seven-part framework, this book delivers tips and advice to move you from a game of concessions and compromises to one of collaboration and creativity, resulting in better outcomes and better working relationships. You'll learn how to:

- Prepare for your conversation
- Understand everyone's interests
- Craft the right message
- Work with multiple parties
- Disarm aggressive negotiators
- Choose the best solution

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