

The National Bestseller



Second Edition with
Answers to Ten Questions People Ask

GETTING TO YES

Negotiating Agreement
Without Giving In

Roger Fisher and William Ury
& for the Second Edition, Bruce Patton
of the Harvard Negotiation Project

Getting to **YES**

Negotiating Agreement
Without Giving In

BY
ROGER FISHER
AND
WILLIAM URY

WITH BRUCE PATTON,
EDITOR

SECOND EDITION BY
FISHER, URY, AND PATTON



Penguin Books

**MORE THAN TWO MILLION COPIES
IN PRINT IN EIGHTEEN LANGUAGES**

**A straightforward,
universally applicable method
for negotiating personal and professional disputes
without getting taken—and without getting angry**

Getting to YES offers a concise, step-by-step, proven strategy for coming to mutually acceptable agreements in every sort of conflict—whether it involves parents and children, neighbors, bosses and employees, customers or corporations, tenants or diplomats. Based on the work of the Harvard Negotiation Project, a group that deals continually with all levels of negotiation and conflict resolution from domestic to business to international, *Getting to YES* tells you how to:

- **Separate the people from the problem;**
- **Focus on interests, not positions;**
- **Work together to create options that will satisfy both parties; and**
- **Negotiate successfully with people who are more powerful, refuse to play by the rules, or resort to "dirty tricks."**

"This is by far the best thing I've ever read about negotiation. It is equally relevant for the individual who would like to keep his friends, property, and income and the statesman who would like to keep the peace."

—John Kenneth Galbraith

"The authors have packed a lot of commonsensical observation and advice into a concise, clearly written little book."

—*Business Week*

"A coherent brief for 'win-win' negotiations which, if it takes hold, may help convert the Age of Me to the Era of We." —*Newsweek*



A PENGUIN BOOK
Business
Psychology

ISBN 0-14-015735-2



9 780140 157352

CAN. \$13.99
U.S.A. \$11.00