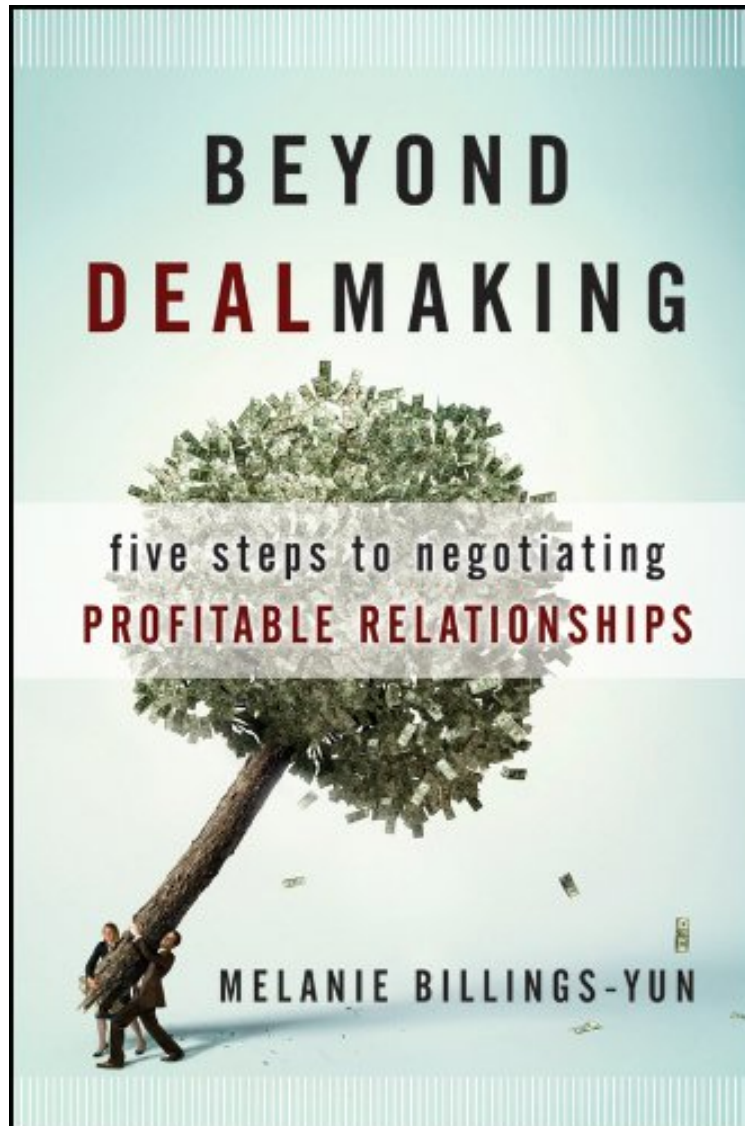


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Beyond Dealmaking: Five Steps to Negotiating Profitable Relationships

Melanie Billings-Yun

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Melanie Billings-Yun : Beyond Dealmaking: Five Steps to Negotiating Profitable Relationships before purchasing it in order to gauge whether or not it would be worth my time, and all praised Beyond Dealmaking: Five Steps to Negotiating Profitable Relationships:

0 of 0 people found the following review helpful. An Extremely Well-Written and Highly Effective Book on Negotiations and Business Relationship Building! By Bruce B. Razban This is an outstanding book that shows us how to literally go beyond a transactional only approach to a deal to making it a relationship that persists after a single deal

is already made. The book offers example after example of actual real-world situations on how a much more successful long-term business relationship was established in stead of just trying to maximize a single transaction and then end up not getting all the benefits that result from a long-term business relationship. I used this book as the text book for one of the courses that I teach at Cogswell College with great success. This book is structured well and the writing is superb. It gets the attention of the reader! A must read for business students, business professionals, and everyone who wants to master the art of negotiations via building relationships. 3 of 3 people found the following review helpful. Five easy steps to build long lasting relationships By Hsieh Pei Fu I couldn't put down this book the moment I began reading it. I simply love the way the author breaks down complicated issues such as multi-billion dollar cross border negotiations and daily personal issues such as husband wife relationships. The vivid examples illustrated helped me visualize and think along with the author on how I'd have approached these issues. The GRASP technique is very easy to remember and can be used pretty much anytime. I strongly recommend this book to anyone who wishes to learn about building long lasting relationships with your family, clients, colleagues, etc... 1 of 1 people found the following review helpful. It is the BEST! By Lily I got this book for my school, and the author is my professor. I usually don't have reviews on the item I purchased, unless I love or hate it. And this book, I loved it! I finished reading before my class even started, and read it all over again while the class was going on. The author is one of the coolest people I have ever seen in my life. With her significant professional experience, her book gives very practical and different negotiation aspects and skills. It would even help you a lot just in general at negotiating in daily life, and of course for business.

Praise for Beyond Dealmaking "Every potential rainmaker and savvy competitor needs Melanie Billings-Yun's GRASP method for negotiation. You'll never have to search for leads again. I highly recommend this book." — Jeffrey J. Fox, author, *How to Be a Rainmaker, Rain, and How to Be a Fierce Competitor* "Stepping back from the details of the deal, Beyond Dealmaking focuses on the bigger picture — engaging people to work together in an authentic way to resolve issues. Dr. Billings-Yun's accessible approach offers negotiators more than merely how to 'get to yes' but, more importantly, how to stay there." — Carol Frohlinger, coauthor, *Her Place at the Table: A Woman's Guide to Negotiating Five Key Challenges to Leadership Success*, and co-founder of Negotiating Women, Inc. "The concepts advocated in Beyond Dealmaking are spot on, particularly for global negotiations and joint ventures such as ones I routinely dealt with in mergers and acquisitions. Attention to productive relationships is one element that consistently crosses cultures and geographies. Dr. Billings-Yun captures the essence of a complicated topic concisely, with concrete examples that bring it to life and a conversational tone that makes it a leisurely read." — Jacqui Winship, director, Corporate Strategy and Business Development, Whirlpool Corporation "Melanie Billings-Yun has produced an innovative, refreshing approach to negotiation based on her years of practical experience around the world. She treats negotiation as an on-going process that forms the core of a successful relationship, not as merely a free-standing transaction. Beyond Dealmaking takes us beyond 'yes' to build the sort of trust that ensures success." — Stephen Bosworth, dean, The Fletcher School of Law and Diplomacy, Tufts University "Finally, a clear-eyed how-to book that understands that negotiation is not just about terms, but about people. Beyond Dealmaking shows us how to make lasting agreements based on understanding, fairness, and respect. Filled with fascinating stories of negotiations of every type, this is a book that everyone can learn from to improve their work and their lives — and maybe even ease the burden on our overloaded courts." — Betty Roberts, arbitrator, mediator, and former Oregon Supreme Court Justice "I am delighted to see a considered and sustainable approach to negotiation that understands that actions, words, and fairness have an impact that continues far beyond the signing of a deal." — Edward C. Prescott, Ph.D., professor, and winner of the Nobel Prize for Economics

From the Inside Flap Getting to yes is not the same as getting results. In Beyond Dealmaking, international negotiation expert and mediator Melanie Billings-Yun shows that the key to winning unbeatable, long-term results in today's complex economic landscape is to negotiate solid long-term relationships. Traditionally, negotiation has been approached as an isolated activity, separate from the business relationship. But those who focus only on getting the deal closed often find their victory doesn't translate into sustainable profits. Any deal is as fragile as the paper it's written on. Countless disputes arise and deals easily collapse when the negotiation process leaves one party unhappy, feeling forced into unfair terms, or even disgruntled at a change in circumstances. In five clear steps, Billings-Yun takes the pain and fear out of negotiation with her proven GRASP method, showing how to: Understand the Goals of all parties, beyond the immediate deal Develop Routes to maximize mutual benefit and promote synergy among the parties Build openness, trust, and common understanding through valid Arguments Benchmark Substitutes to keep relationships from growing stale or one-sided Increase your Persuasion through empathetic communication and genuine care Filled with real-life examples of negotiations that have gone right and wrong, this groundbreaking book shows how fairness, honesty, empathy, flexibility, and mutual problem-solving lead to sustainable success. By following the powerful five-step GRASP negotiation process, anyone can learn to negotiate in a way that is positive, exciting, and rewarding. Most importantly, they will learn that the greatest victories come not through fighting battles, but through building alliances. About the Author Melanie Billings-Yun, Ph.D., founded and was senior partner of

Global Resolutions, a consulting firm providing negotiation assistance and expertise to businesses, governments, and individuals around the globe. Formerly a research director and lecturer on history at Harvard's Kennedy School of Government, she has spent the past two decades working with leading companies to improve their internal and external relationships through negotiation. She teaches at the Master of International Management program at Portland State University and resides in Washington, D.C.