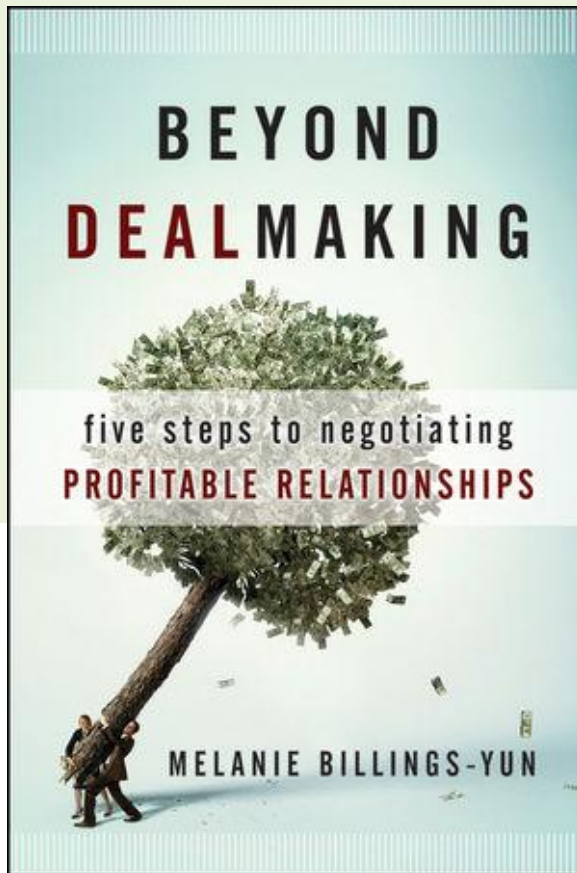


BEYOND DEALMAKING

FIVE STEPS TO NEGOTIATING PROFITABLE RELATIONSHIPS



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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.

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Through narrative lessons and stories, readers will learn how fairness, honesty, empathy, flexibility and mutual problem-solving will take them out of the punishing transactional grind and enable them to achieve sustainable success. In two decades as an international negotiator and mediator, Melanie Billings-Yun, Ph.D. has seen hundreds of disputes arise and deals collapse because the negotiation process left a bitter taste in one party's mouth, because one side felt forced or tricked into unfair terms, or because those terms were too rigid to cope with the changes that inevitably occur. From that extensive experience she developed a model of "relationship negotiation" that has already won thousands of adherents around the world. By following the simple but powerful five-step GRASP negotiation process and drawing on the lessons at the end of each chapter, readers will find that negotiation becomes positive, exciting and rewarding instead of painful and punishing. Most important, they will see how they personally can profit from the central lesson of the 20th century: the greatest victories come not through fighting battles, but through building alliances.

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