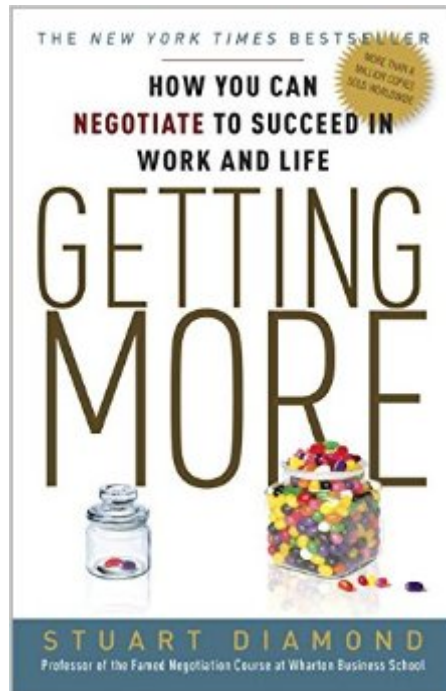


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# Getting More: How You Can Negotiate To Succeed In Work And Life



## Synopsis

This new model of human interaction has been chosen by Google to train the entire company worldwide (30,000 employees), is the #1 book for your career chosen by The Wall Street Journal's website, and is labeled "phenomenal" by Lawyers Weekly and "brilliant" by Liza Oz of the Oprah network. Based on more than 20 years of research and practice among 30,000 people in 45 countries, Getting More concludes that finding and valuing the other party's emotions and perceptions creates far more value than the conventional wisdom of power and logic. It is intended to provide better agreements for everyone no matter what they negotiate " from jobs to kids to billion dollar deals to shopping. The book, a New York Times bestseller and #1 Wall Street Journal business best seller, is based on Professor Stuart Diamond's award-winning course at the Wharton Business School, where the course has been the most popular over 13 years. It challenges the conventional wisdom on every page, from "win-win" to BATNA to rationality to the use of power. Companies have made billions of dollars so far using his new model and parents have gotten their 4-year-olds to willingly brush their teeth and go to bed. Prof. Diamond draws from his experience as a Pulitzer Prize winning journalist at The New York Times, Harvard-trained attorney, Wharton MBA, U.N. Consultant in many countries and manager and executive in many sectors, including technology, agriculture, medical services, finance, energy and aviation. "The ROI from reading Getting More will make it the best investment you make this year," says Rhys Dekle, the business development head of the Microsoft Games division, which produces X-Box. He added that the book was his team's best investment of the year too. The model was also used to quickly solve the 2008 Hollywood Writer's Strike. The advice is addressed through the insightful stories of more than 400 people who have used Prof. Diamond's tools with great success: A 20% savings on an item already on sale. An extra \$300 million profit in a business. A woman from India getting out of her own arranged marriage. Better relationships with the family, including teenagers. Raises at work. Better jobs. Dealing with emotional situations. Meeting one's goals. Finding better things to trade. Solving cultural and political problems, sports conflicts, and ordinary arguments. The book is intended to be used in any situation. The most common response is "life changing", beginning on page one. "The most inspirational book I have read this year" said David Simon, an attorney in San Francisco, CA. "This book can change the world," says Craig Silverman, Investment Advisor, Long Island, NY

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## Customer Reviews

It seems acceptable for 'Getting More' groupies to copy their reviews of one edition of the book to another edition on this site, so I have reluctantly decided to follow suit. I now expect an urgent 5-star review, perhaps from a Penn student (who I hope has read other works on negotiation), to take the average ranking back to 5 stars. I like this book but there are problems with it that few reviewers mention. Therefore I will focus on a range of problems in an attempt to achieve balance. For a start, experienced negotiators and scholars will find little in it that is unconventional, despite the hype. The main strength of the book is the author's idiosyncratic way of ordering and discussing evergreen themes. To anyone who has studied and practised serious negotiation, the elements of the four quadrant model (Aren't there always four quadrants?) and the twelve strategies will be valuable even though they are conventional apart from the astute strategy "Use Their Standards". Confidence is fine but there seems to be a lot of implicit and explicit boasting by the author. "Blah blah blah" said [insert John or Jane Doe], one of my former students and now the President of [insert 'Goldman Sachs' etc.]. That is, if you are smart (rich?) enough to take his program and use the Diamond method you are, or will become, a high-flier. The formula becomes tedious. The last paragraph of chapter 6 (Emotion) makes me wonder about the accuracy of some anecdotes given to the author: "Her mother and the nurses looked at me like I was some sort of magician," Craig said. "Where did you learn that?" they asked. I'm happy to say he referred them to this book. Pardon? Craig learned to negotiate from the book in which he is quoted as saying he learned from it?

I studied negotiation with Prof. Diamond as a student at Penn Law. His class is legendary, both at

the Law School and Wharton, and it's nearly impossible to get into, at least at the Law School. I got into the class as a 3L, and I was amazed by how well these techniques work. Prof. Diamond encourages his students to use the techniques to go out and haggle with their credit card companies, cell phone carriers, cable companies, and landlords in hopes of getting more from them. By the end of the semester, I most assuredly had gotten more. In fact, when I later called Comcast Cable to try to extend the free six months of HBO and Showtime I'd received while in Prof. Diamond's class, the customer service representative said, "Ok, I'll give you another six months free, but this is the last promotion you're getting. I'm looking at your account, and you have more free promotions than most Comcast employees." (As it turns out, that was not the last freebie Comcast would give me.) But as time wore on and law school receded into the rearview mirror, I stopped practicing Prof. Diamond's techniques as I had when I took his class. Gradually, my skills faded, although I still brushed them off every now and again when the situation clearly called for them. But I'd stopped contacting my cable company and other service providers to get free goodies, and I slowly forgot just how applicable Prof. Diamond's methods are to nearly every interaction. In short, I started getting less. And then "Getting More" came out. I realized about a dozen pages into the book that by failing to practice these tools, I was indeed getting less. This book really could not have arrived at a better time for me.

I like this book but there are problems with it that few reviewers mention. Therefore I will focus on a range of problems in an attempt to achieve balance. For a start, experienced negotiators and scholars will find little in it that is unconventional, despite the hype. The main strength of the book is the author's idiosyncratic way of ordering and discussing evergreen themes. To anyone who has studied and practised serious negotiation, the elements of the four quadrant model (Aren't there always four quadrants?) and the twelve strategies will be valuable even though they are conventional apart from the astute strategy "Use Their Standards". Confidence is fine but there seems to be a lot of implicit and explicit boasting by the author. "Blah blah blah" said [insert John or Jane Doe], one of my former students and now the President of [insert 'Goldman Sachs' etc.]. That is, if you are smart (rich?) enough to take his program and use the Diamond method you are, or will become, a high-flier. The formula becomes tedious. The last paragraph of chapter 6 (Emotion) makes me wonder about the accuracy of some anecdotes given to the author: "Her mother and the nurses looked at me like I was some sort of magician," Craig said. "Where did you learn that?" they asked. I'm happy to say he referred them to this book.' Pardon? Craig learned to negotiate from the book in which he is quoted as saying he learned from it? I hope the author is joking with

us. Professor Diamond is at his best when he describes and analyses major cases in which he has been involved, but too much of the book is about egotism and petty power rather than astute negotiation.

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