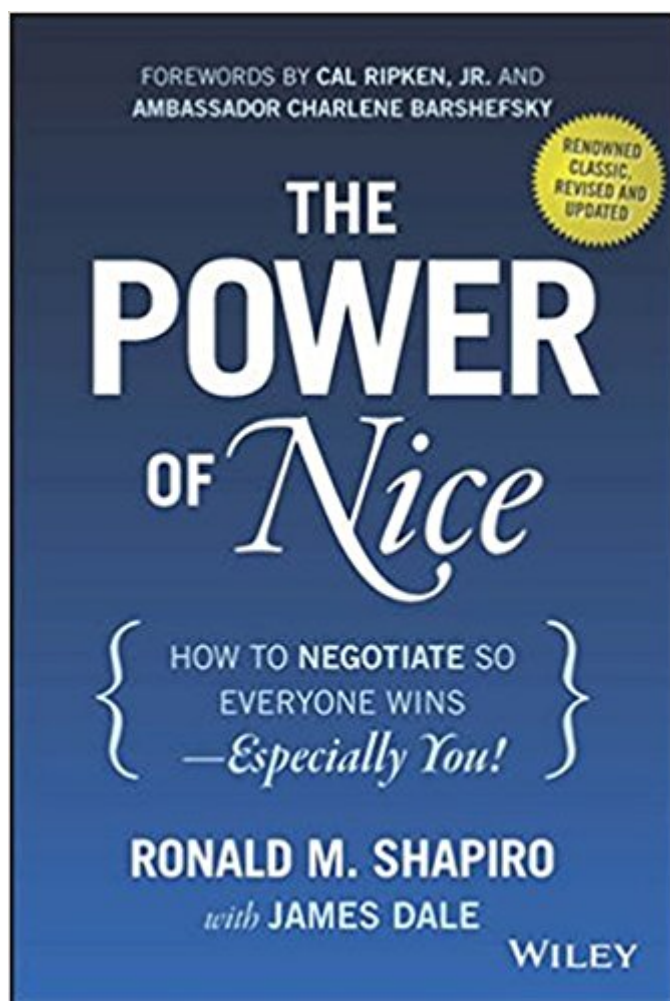


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# The Power Of Nice: How To Negotiate So Everyone Wins – Especially You!



## Synopsis

Learn to get what you want without burning bridges In this revised and updated edition of the renowned classic *The Power of Nice*, negotiations expert, sports agent, New York Times bestselling author, attorney, business leader and educator, Ron Shapiro, shares the key principles of effective negotiation through a combination of a time-tested process, anecdotes, and exercises. Drawing on his unparalleled experiences from the worlds of sports, law, business and politics, as well as dealing with life issues common to us all, Shapiro takes you through the steps of his systematic approach: The Three Ps, Prepare-Probe-Propose. Learn how to use the process to empower you in negotiations. Regardless of your level of experience or the extent of your confidence, you will get what you want while building stronger relationships for the future. This updated edition contains: Significant new material including an expanded view of its applicability to a broad array of business and life challenges a new streamlined version of the Preparation Checklist a more precise understanding of the concept of WIN-win forewords by Cal Ripken, Jr., and Ambassador Charlene Barshefsky, and an Epilogue highlighting negotiation lessons from the life of Nelson Mandela The book also provides a link to reinforcement of its lessons through the website of the Shapiro Negotiations Institute. Whether you are negotiating with, among others, a customer or client, a boss or government official, or even setting a teenager's curfew or getting a last seat on an airplane, this invaluable guide will help you read the other side and bring the power of human psychology and a time-tested process to the negotiating table. If you're tired of uneven "compromise" and the feeling of being manipulated, turn the tables for good with *The Power of Nice*, and learn strength from the master himself.

## Book Information

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## Customer Reviews

In a remarkable fifty-year career as a negotiations expert, sports agent, New York Times bestselling author, attorney, business leader, and educator, Ron Shapiro has discovered that people from all walks of life can make deals that achieve their goals if they embrace the systematic approach built on his philosophy, "the power of nice." Though the name of the game in negotiating is to obtain desired results, how you get them is just as important. While many dealmakers play hardball by assuming a winner-take-all, scorched-earth attitude, they do so at the risk of alienating the party opposite them at the negotiating table, thereby losing out on future opportunities. This approach is, as Shapiro tells us, a major strike against effective negotiating, and can&#150;and should&#150;be avoided. By using a systematic approach that focuses on making the deal and keeping strong relationships, ultimate gain can still be yours: "You can be 'a nice person' and still get what you're after. In fact, you often get better results, achieve more of your goals, and build longer-term relationships with even greater returns." In this revised and updated edition of the renowned classic *The Power of Nice*, Shapiro shares the key principles of effective negotiation through a combination of a time-tested process, anecdotes, and exercises. Drawing on his unparalleled experiences from the worlds of sports, law, business, and politics, as well as dealing with life issues common to us all, Shapiro lays out the steps of his Systematic Approach, The Three Ps: Prepare-Probe-Propose. Learn how to use the process to empower yourself in negotiations. Regardless of your level of experience or the extent of your confidence, you will feel more empowered by learning from this revised edition about:

- An expanded view of the applicability of negotiation skills to a broad array of business and life challenges
- A more precise understanding of the concept of WIN-win, and
- A new streamlined version of the Preparation Checklist

This is a must-read for anyone who has to make a deal, whether you are negotiating with a customer or client, a boss or government official, a partner or a corporate titan.

Praise for *THE POWER OF Nice* "This book is the bible for negotiating deals in any business field. It is written proof of how Ron Shapiro reshaped the industry with his approach and then parlayed it into decades of orchestrating powerful deals. Being a good person who respects others is the ultimate trump card if you want to be successful in negotiations, and no one captures how to do that better than Ron." &#151;Kevin Plank, Founder and CEO, Under Armour "I was amazed to find

myself so immersed in a professional sales book. The book is an easy and enjoyable read. The Power of Nice provided insights that have enriched both my personal and professional lives...I find myself mentally referencing it each day. Life is a negotiation, and The Power of Nice has taught me to look for the win-win in every situation. "Cheri Phyfer, President & General Manager, Diversified Brands, The Sherwin-Williams Company "Ron details new ideas that add to his systematic, values based approach to negotiating and relationship building. In an age where the world is changing at amazing speeds, it's empowering to see that the principles Ron has shared with us to enhance our opportunities for success are timeless." "R.C. Buford, President, San Antonio Spurs "Ron Shapiro has updated his successful book of valuable lessons drawn from business, sports and community affairs into an excellent book of game plans for life." "Larry S. Gibson, author of Young Thurgood, Professor of Law, University of Maryland School of Law "Ron's thought process, approach and genuine desire to establish lasting relationships is worthy of consideration for anyone who negotiates at any level." "Laurie Orlando, Senior Vice President, Talent Development & Planning, ESPN

I loved this book. It is a must-read for anyone trying to improve how they navigate through life's personal and professional challenges. Regardless of whether you negotiate professionally, this book will change the way you approach most of your daily interactions (at least it has for me). I had been skeptical of the win-win model. I thought it too idealistic and impractical. Shapiro, however, has convinced me otherwise. He provides a workable, pragmatic approach to negotiation that should allow me to accomplish my goals more efficiently while still preserving and building a network of meaningful relationships in my work and personal life. While it's started to help me in my career, I am beginning to feel its impact beyond the office. Perhaps the best thing I got out of reading this book was an easy to use, real-world process known as the 3 P's. It has helped me deal with disputes with friends, managers, and adversaries alike.

I really enjoyed the book. It was filled with interesting and illustrative stories to drive a point home. This book provides lots of helpful tips to help you see negotiation in a different light.

Amazing information, easy reading. Entertaining great information. World could use a lot more of this philosophy.

Good condition

Powerful advice that applies to everyone

This is even better than the first edition which was tremendous. Ron Shapiro does an extraordinary job in breaking down the art and science of negotiation and gives one an unforgettable process for successful negotiation, relationships and sales.

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