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Getting to Yes: Negotiating Agreement Without Giving In

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Getting to Yes by Roger Fisher, William L. Ury, Bruce

R. Fisher, W. Ury and B. Patton (1991) Getting to Yes: Negotiating an agreement without giving in (2nd edn) Sydney: Century Business

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Roger Fisher, "Getting to Yes: Negotiating Agreement

thors Roger Fisher, Wil-liam Ury along with Bruce Patton (for second edi-tion) is called Principled Negotiation by the Har-vard Negotiation Project. This negotiation method is neither a form of hard or soft negotia-tion. Hard negotiation requires the negotiator to take a stand and this often creates hard feel-ings between sides and may destroy relationships. Soft negotiation attempts to avoid ...

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