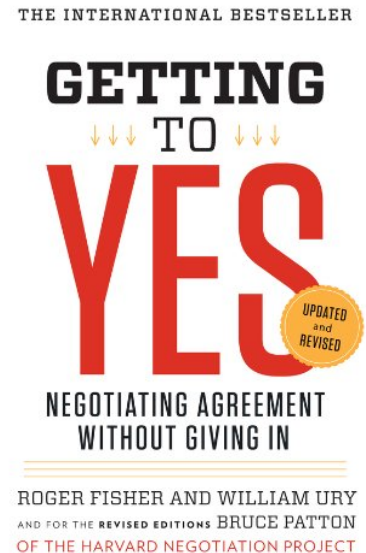


# Getting To Yes Book Summary (PDF) by Roger Fisher, William Ury & Bruce Patton

Ready to learn the most important takeaways from Getting To Yes in less than two minutes? Keep reading!



## Why This Book Matters:

Getting to Yes teaches readers that negotiating is used in all parts of society from work and business, all of the way to your home lives.

## The Big Takeaways:

1. **Avoid trench warfare at all costs.**
  1. If Trench warfare is when two parties want to win more than fostering a positive relationship.
2. **It isn't necessary to win every negotiation.**
  1. The main goal of negotiation is to find a long-term solution reasonably and minimize negative feelings.
3. **It is necessary to determine each party's underlying interest.**

1. Understanding why someone wants what they do helps both sides come to an adequate solution.
4. **Determine multiple options for both parties before looking for solutions.**
  1. Instead of convincing the other party to settle on your terms, consider attractive options that allow both sides to find a solution that works.
5. **Prepare well for negotiations by learning all there is to know.**
  1. Take time to study all the details so that there is more likelihood of a positive outcome.

## **Want To Keep Reading?**

1. **Read A Longer Form Summary on Blinkist**
2. **Buy The Book on Amazon**
3. **Listen To The Audiobook**

## **Watch A Video Summary:**

## **Additional Video From The Author:**