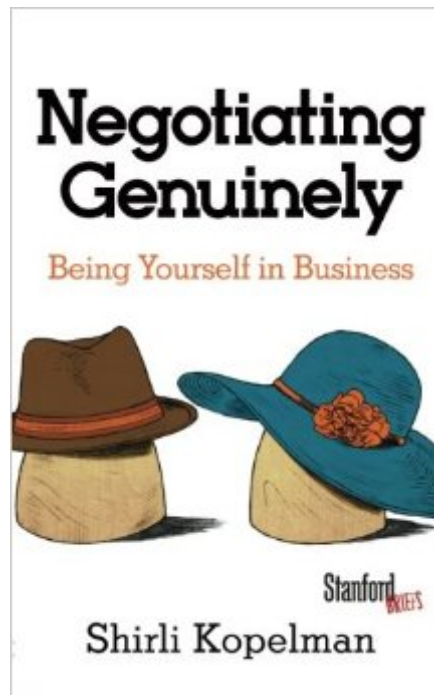


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# Negotiating Genuinely: Being Yourself In Business



## Synopsis

We often assume that strategic negotiation requires us to wall off vulnerable parts of ourselves and act rationally to win. But, what if you could just be you in business? Taking a positive approach, this brief distills years of research, teaching, and coaching into an integrated framework for negotiating genuinely. One of the most fundamental and challenging battlegrounds in our work lives, negotiation calls on us to compete and cooperate to do our jobs well and achieve extraordinary results. But, the biggest challenge in a negotiation is to be strategic while also being real. Author Shirli Kopelman argues that this duality is both possible and powerful. In *Negotiating Genuinely*, she teaches readers how to reconcile the disparate hats that they wear in everyday life—with families, friends, and colleagues—bringing one "integral hat" to the negotiation table. Kopelman develops and shares techniques that illuminate this approach; exercises along the way help readers to negotiate more naturally, positively, and successfully.

## Book Information

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## Customer Reviews

Napoleon Hill, in *Think and Grow Rich*, wrote about the importance of a positive mental attitude. Dr. Edward de-Bono coined the concepts of *Six Thinking Hats* and Lateral thinking. Now, Prof. Shirli Kopelman brings a fresh, new attitude about negotiating, by helping you wear only one hat, that might change the way you communicate in life, not only in negotiations. Becoming a genuine negotiator is about integrating yourself. It's about simultaneously being you, for example, a CEO, a father, a husband, an uncle, a professional speaker, a citizen, a friend, or so on. Kopelman shows us how we develop fixed mindset attitudes in our negotiations, which lead to

leaving money on the table. The book is more than a theory. Kopelman demonstrates how to adopt her new mindset for success. The process of negotiating genuinely begins with the internal question, "Who am I when I negotiate?" Then, the book shows you how to find the different hats you wear in different situations, before you integrate them to "Your hat". It's a fun exercise which makes the book be more effective than one might think before reading it. After applying the process it enables you to be more creative, cooperative and competitive, in order to achieve beyond what you might know about "win-win" outcomes. To be both cooperative AND competitive requires us to focus on the word be, and the book shows you the process to start focusing on that. I recommend reading it twice. First, read it from cover to cover, in order to get used to the new concepts. Then, read it slowly, apply the exercises, and focus on being yourself in every moment you deal with people.

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