



Beyond Dealmaking: Five Steps to Negotiating Profitable Relationships

By Melanie Billings-Yun

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Praise for Beyond Dealmaking

"Every potential rainmaker and savvy competitor needs Melanie Billings-Yun's GRASP method for negotiation. You'll never have to search for leads again. I highly recommend this book."

—Jeffrey J. Fox, author, *How to Be a Rainmaker*, *Rain*, and *How to Be a Fierce Competitor*

"Stepping back from the details of the deal, *Beyond Dealmaking* focuses on the bigger picture—engaging people to work together in an authentic way to resolve issues. Dr. Billings-Yun's accessible approach offers negotiators more than merely how to 'get to yes' but, more importantly, how to stay there."

—Carol Frohlinger, coauthor, *Her Place at the Table: A Woman's Guide to Negotiating Five Key Challenges to Leadership Success*, and co-founder of *Negotiating Women, Inc.*

"The concepts advocated in *Beyond Dealmaking* are spot on, particularly for global negotiations and joint ventures such as ones I routinely dealt with in mergers and acquisitions. Attention to productive relationships is one element that consistently crosses cultures and geographies. Dr. Billings-Yun captures the essence of a complicated topic concisely, with concrete examples that bring it to life and a conversational tone that makes it a leisurely read."

—Jacqui Winship, director, Corporate Strategy and Business Development, Whirlpool Corporation

"Melanie Billings-Yun has produced an innovative, refreshing approach to negotiation based on her years of practical experience around the world. She treats negotiation as an on-going process that forms the core of a successful relationship, not as merely a free-standing transaction. *Beyond Dealmaking* takes us beyond 'yes' to build the sort of trust that ensures success."

—Stephen Bosworth, dean, The Fletcher School of Law and Diplomacy, Tufts University

"Finally, a clear-eyed how-to book that understands that negotiation is not just about terms, but about people. Beyond Dealmaking shows us how to make lasting agreements based on understanding, fairness, and respect. Filled with fascinating stories of negotiations of every type, this is a book that everyone can learn from to improve their work and their lives—and maybe even ease the burden on our overloaded courts."

—Betty Roberts, arbitrator, mediator, and former Oregon Supreme Court Justice

"I am delighted to see a considered and sustainable approach to negotiation that understands that actions, words, and fairness have an impact that continues far beyond the signing of a deal."

—Edward C. Prescott, Ph.D., professor, and winner of the Nobel Prize for Economics

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Editorial Review

From the Inside Flap

Getting to yes is not the same as getting results. In *Beyond Dealmaking*, international negotiation expert and mediator Melanie Billings-Yun shows that the key to winning unbeatable, long-term results in today's complex economic landscape is to negotiate solid longterm relationships.

Traditionally, negotiation has been approached as an isolated activity, separate from the business relationship. But those who focus only on getting the deal closed often find their victory doesn't translate into sustainable profits. Any deal is as fragile as the paper it's written on. Countless disputes arise and deals easily collapse when the negotiation process leaves one party unhappy, feeling forced into unfair terms, or even disgruntled at a change in circumstances.

In five clear steps, Billings-Yun takes the pain and fear out of negotiation with her proven GRASP method, showing how to:

- Understand the Goals of all parties, beyond the immediate deal
- Develop Routes to maximize mutual benefit and promote synergy among the parties
- Build openness, trust, and common understanding through valid Arguments
- Benchmark Substitutes to keep relationships from growing stale or one-sided
- Increase your Persuasion through empathetic communication and genuine care

Filled with real-life examples of negotiations that have gone right and wrong, this groundbreaking book shows how fairness, honesty, empathy, flexibility, and mutual problem-solving lead to sustainable success. By following the powerful five-step GRASP negotiation process, anyone can learn to negotiate in a way that is positive, exciting, and rewarding. Most importantly, they will learn that the greatest victories come not through fighting battles, but through building alliances.

About the Author

Melanie Billings-Yun, Ph.D., founded and was senior partner of Global Resolutions, a consulting firm providing negotiation assistance and expertise to businesses, governments, and individuals around the globe. Formerly a research director and lecturer on history at Harvard's Kennedy School of Government, she has spent the past two decades working with leading companies to improve their internal and external relationships through negotiation. She teaches at the Master of International Management program at Portland State University and resides in Washington, D.C.

Users Review

From reader reviews:

Tammi Kendrick:

Do you among people who can't read gratifying if the sentence chained from the straightway, hold on guys that aren't like that. This *Beyond Dealmaking: Five Steps to Negotiating Profitable Relationships* book is

readable by simply you who hate those straight word style. You will find the details here are arrange for enjoyable examining experience without leaving perhaps decrease the knowledge that want to offer to you. The writer associated with Beyond Dealmaking: Five Steps to Negotiating Profitable Relationships content conveys objective easily to understand by lots of people. The printed and e-book are not different in the written content but it just different available as it. So , do you nevertheless thinking Beyond Dealmaking: Five Steps to Negotiating Profitable Relationships is not loveable to be your top listing reading book?

Connie Deroche:

Reading can called mind hangout, why? Because when you are reading a book specifically book entitled Beyond Dealmaking: Five Steps to Negotiating Profitable Relationships your mind will drift away trough every dimension, wandering in each and every aspect that maybe unfamiliar for but surely can be your mind friends. Imaging every single word written in a publication then become one web form conclusion and explanation that will maybe you never get before. The Beyond Dealmaking: Five Steps to Negotiating Profitable Relationships giving you an additional experience more than blown away your mind but also giving you useful facts for your better life within this era. So now let us explain to you the relaxing pattern the following is your body and mind will probably be pleased when you are finished examining it, like winning a casino game. Do you want to try this extraordinary spending spare time activity?

Mavis Strain:

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