



# The Power of Nice: How to Negotiate So Everyone Wins - Especially You!

*Ronald M. Shapiro*

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# The Power of Nice: How to Negotiate So Everyone Wins - Especially You!

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**The Power of Nice: How to Negotiate So Everyone Wins - Especially You!** Ronald M. Shapiro  
**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.

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