



Your Own Terms: A Woman's Guide to Taking Charge of Any Negotiation

Yasmin Davidds

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When it comes to negotiation, there is an ugly double standard. As women, if we make concessions to further a deal, we're viewed as weak. But if we play hardball, we can be seen as overly aggressive—and the strategy backfires. No wonder most women hate negotiating.

In *Your Own Terms*, negotiation expert Yasmin Davidds helps women strike a balance, merging our natural strengths (collaboration, relationship building, listening) with a firm grasp of established tactics. Guidelines, stories, and exercises illuminate the psychology of negotiation and reveal how women can:

- Control how they are perceived
- Eliminate self-sabotaging beliefs and behaviors
- Discover their personal negotiation style
- Envision the ideal outcome and map backwards
- Build leverage
- Understand an opponent's approach and adjust theirs in response
- Deploy persuasion and redirection tactics
- And much more

Set the bar high and negotiate to get there. With this empowering book, women learn the skills to win on their own terms—and open doors they never knew were shut.

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Daniel McCullough:

A lot of people always spent their very own free time to vacation or perhaps go to the outside with them friends and family or their friend. Are you aware? Many a lot of people spent that they free time just watching TV, or maybe playing video games all day long. If you need to try to find a new activity that is look different you can read the book. It is really fun in your case. If you enjoy the book that you read you can spent the whole day to reading a guide. The book Your Own Terms: A Woman's Guide to Taking Charge of Any Negotiation it doesn't matter what good to read. There are a lot of people who recommended this book. These were enjoying reading this book. If you did not have enough space to develop this book you can buy often the e-book. You can m0ore effortlessly to read this book from your smart phone. The price is not very costly but this book offers high quality.

Christopher Thompson:

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