



# The Power of a Positive No: Save The Deal Save The Relationship and Still Say No

By William Ury

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## The Power of a Positive No: Save The Deal Save The Relationship and Still Say No By William Ury

No is perhaps the most important and certainly the most powerful word in the language. Every day we find ourselves in situations where we need to say No—to people at work, at home, and in our communities—because No is the word we must use to protect ourselves and to stand up for everything and everyone that matters to us.

But as we all know, the wrong No can also destroy what we most value by alienating and angering people. That's why saying No the right way is crucial. The secret to saying No without destroying relationships lies in the art of the Positive No, a proven technique that anyone can learn.

This indispensable book gives you a simple three-step method for saying a Positive No. It will show you how to assert and defend your key interests; how to make your No firm and strong; how to resist the other side's aggression and manipulation; and how to do all this while still getting to Yes. In the end, the Positive No will help you get not just to any Yes but to the right Yes, the one that truly serves your interests.

Based on William Ury's celebrated Harvard University course for managers and professionals, **The Power of a Positive No** offers concrete advice and practical examples for saying No in virtually any situation. Whether you need to say No to your customer or your coworker, your employee or your CEO, your child or your spouse, you will find in this book the secret to saying No clearly, respectfully, and effectively.

In today's world of high stress and limitless choices, the pressure to give in and say Yes grows greater every day, producing overload and overwork, expanding e-mail and eroding ethics. Never has No been more needed. A Positive No has the power to profoundly transform our lives by enabling us to say Yes to what counts—our own needs, values, and priorities.

Understood this way, No is the new Yes. And the Positive No may be the most valuable life skill you'll ever learn!

*From the Hardcover edition.*

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### Editorial Review

From Publishers Weekly

Twenty-five years after the publication of the bestselling *Getting to Yes*, Ury addresses the other side of the coin, but his version of "No" is not a simple rejection. "A Positive No begins with Yes and ends with Yes," he says, because it defines the nay-sayer's self-interests and paves the way for a continued relationship. Ury delineates this "Yes! No. Yes?" pattern recursively, so that each step is itself another three-part process. In addition to drawing on his own experiences as a negotiator for conflicts in countries like Chechnya and Venezuela, and the historical examples of activists like Rosa Parks, Nelson Mandela and Mahatma Gandhi, he shows how his principles can be used in the home and the workplace. He even throws in a few literary precedents, citing Melville's *Bartleby the Scrivener*, whose repetition of the phrase "I would prefer not to" is cited as a "simple and admirable" method of polite refusal. Some of Ury's advice, like describing how another's actions make you feel rather than attacking the action, may strike the more cynical minded as touchy-feely, but his reminders to consider the other person's perspective while asserting your own position create a clear, unambiguous path to win-win situations. (Mar. 6)

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### Review

"William Ury brings a marvelous blend of experience, insight, integrity and warmth to his work. In this wonderful book he teaches us how to say No—with grace and effect—so that we might create even better Yes".—Jim Collins, author *Good to Great*

"Almost any brief comment on **The Power of a Positive No** would be trite. Suffice it to say that if I'd had and used this book for the last 25 years, I would have doubtless avoided innumerable heartaches and headaches and tattered personal and professional relationships. 'Original' is an embarrassingly overused word on book dust jackets, but, simply, this all-important book stands alone on a subject that underpins, like no other, individual and organizational effectiveness."—Tom Peters, author of *In search of Excellence*

"The world's biggest shared secret is that most of us say yes when we really want to say no, in both our professional and private lives. Bill Ury generously provides us with insights and techniques to turn this malady into win-win solutions. This is a wise and powerful book."—John Naisbitt, author of *Megatrends*

"No matter whether you are negotiating compensation with the toughest CFO or a curfew for your teenager, this book teaches us a critical and counterintuitive lesson. You can say no and still be nice. Simple, straightforward and easy to read, **The Power of a Positive No** is a YES on our reading list."—Linda Kaplan Thaler and Robin Koval, authors of *The Power of Nice: How to Conquer the Business World with Kindness*

*From the Hardcover edition.*

### About the Author

A world-renowned negotiator, mediator, and bestselling author, William Ury directs the Global Negotiation Project at Harvard University. Over the last thirty years he has helped millions of people, hundreds of organizations, and numerous countries at war reach satisfying agreements.

*From the Hardcover edition.*

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#### **Philip Logan:**

Why? Because this The Power of a Positive No: Save The Deal Save The Relationship and Still Say No is an unordinary book that the inside of the reserve waiting for you to snap that but latter it will zap you with the secret it inside. Reading this book beside it was fantastic author who also write the book in such remarkable way makes the content inside of easier to understand, entertaining method but still convey the meaning thoroughly. So , it is good for you because of not hesitating having this any longer or you going to regret it. This phenomenal book will give you a lot of positive aspects than the other book have such as help improving your ability and your critical thinking method. So , still want to hold up having that book? If I have been you I will go to the reserve store hurriedly.

#### **Deborah Ryan:**

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