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FISHER, Roger; URY, William; PATTON, Bruce. **Como chegar ao sim: a negociação de acordos sem concessões**. Tradução Vera Ribeiro e Ana Luiza Borges. 2 ed. Rio de Janeiro: Imago, 2005.

BOOK REVIEW:
GETTING TO YES – A NOT SO BORING SELF-HELP BUSINESS BOOK

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Several people dislike self-help books, and their arguments are quite convincing: this kind of book may be boring, pretentious, and they may also tell you nothing but what you already know and have learned throughout your life. If you listen to those people's concept of what makes a work a self-help one, you can add *Getting to yes: negotiation agreement without giving in* to their list of papers to never ever read. Nevertheless, if you want to reach success in the business world, this book will make the path much shorter.

Getting to yes was written by members of the Harvard Negotiation Project, Fisher and Ury, and reissued with additional authorship credit to Patton. It has also appeared for many years on the Business Week "Best Seller" list, displaying candid, undemanding, and applicable methods and knowledge on how to negotiate without getting angry or appealing to positional-bargaining.

With clear semantics and numerous (too many, sometimes), straightforward, day-to-day situations which exemplify the theory, Fisher, Ury, and Patton teach us how to come to mutually acceptable solutions in general conflicts. Since the society itself is made of contrary and differing ideas, the tips given by the authors are proven to be quite useful in any conflict situation involving friends, family, coworkers, corporations, sellers, and/or in every single circumstance which entails two or more sides with different needs, points of view, and wishes, especially in the business world, either in the domestic or international field.

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The two hundred pages mainly tell us to (and how to) separate the people from the problem; focus on the interests of the parts, not only on ours; work together with our counterparts in the option creating process in order to achieve mutual gain; use objective criteria; be successful in a negotiation with someone who holds a higher or more powerful position than us, discards the “rules of the game”, and/or appeals to “dirty tricks”; and know our BATNA, Best Alternative To Negotiated Agreement, so that we never end up leaving a meeting room with a detrimental outcome.

So yes, *Getting to yes: negotiation agreement without giving in* could be a self-help book for showing us how to be successful in certain situations, as well as deal with our emotions when trying to negotiate with someone (not only in a business field, but also in personal environments). Howsoever, the amount of real knowledge we can apply to our professional careers overcomes any prejudgment concerning the effectiveness or probable tiresomeness of the content of the book.

After all, there is plenty of acquaintance we can profit from it. However, if you are planning to read it in Portuguese, it will very likely leave you disappointed for the several misspelling and grammatical mistakes shown in the book and whose authors are not the ones to blame. Therefore, reading it in English will definitely please you better, besides the huge part of the essence that will not be lost during the translation process.