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TEN QUESTIONS PEOPLE ASK ABOUT GETTING TO YES

Questions About Fairness and "Principled" Negotiation

- Question 1: "Does positional bargaining *ever* make sense?"
- Question 2: "What if the other side believes in a different standard of fairness?"
- Question 3: "Should I be fair if I don't have to be?"

Questions About Dealing with People

- Question 4: "What do I do if the people *are* the problem?"
- Question 5: "Should I negotiate even with terrorists or someone like Hitler? When does it make sense *not* to negotiate?"
- Question 6: "How should I adjust my negotiating approach to account for differences of personality, gender, culture, and so on?"

Questions about Tactics

- Question 7: "How do I decide things like 'Where should we meet?' 'Who should make the first offer?' and 'How high should I start?' "
- Question 8: "Concretely, how do I move from inventing options to making commitments?"
- Question 9: "How do I try out these ideas without taking too much risk?"

Questions About Power

- Question 10: "Can the way I negotiate really make a difference if the other side is more powerful?" And "How do I enhance *my* negotiating power?"