



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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