



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

*Yasmin Davidds, Ann Bidou*

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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 audiobook, women learn the skills to win on their own terms - and open doors they never knew were shut.

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