

# Bring Yourself: How to Harness the **Power of Connection** to Negotiate Fearlessly

*A Look at How Relationships Can Drive Successful Negotiation  
from an Award-Winning Faculty Member at the Wharton School of Business*

Contrary to what many believe makes for a good negotiator – namely, being aggressive and unemotional – author and educator Mori Taheripour challenges this conventional wisdom and offers a radically different perspective in her new book, *Bring Yourself: How to Harness the Power of Connection to Negotiate Fearlessly*.

Throughout her life, as well as in her 15 years of teaching negotiation, Mori has found that the best negotiators are empathetic, curious, and present, and the essence of bargaining isn't the transaction, but the conversation and human connection. It is when you bring your whole, authentic self to the table, that you can fearlessly advocate on your own behalf while finding creative solutions that benefit everyone.

In *Bring Yourself*, Mori explains how our pressure points, personal experiences, and even our cultural expectations can become roadblocks to finding common ground and offers essential strategies to move beyond them and open our minds. She argues that regardless of our own perceived ability to negotiate we must have the courage to engage, because bargaining plays a crucial role in every aspect of our lives. Mori breaks down a successful negotiation into two parts: moving past what is holding you back and expanding your mindset to get beyond “yes.” Crucial themes that emerge from the book include:

- *What happens when you undermine yourself in an effort to please others*
- *Why we should embrace vulnerability and not let our scars define us*
- *Why empathy, presence and an open mind are essential to an effective negotiation*
- *How self-reflection and claiming your power are essential to your success in negotiation*

From entrepreneurs and small business owners to NFL players navigating their newfound success, and even married couples learning to make joint decisions, Mori uses eye-opening and empowering stories throughout to help readers gain the confidence they need to achieve their goals in work and in life. Timely and provocative, this paradigm-shifting book can transform our world and the way we work together.

For more information, please visit <http://www.prh.com/bringyourself>.  
Published in March 2020 by Avery, an imprint of Penguin Random House.  
*Bring Yourself* is available everywhere books are sold.

**WWW.MORITAHERIPOUR.COM**  
#BRINGYOURSELFBOOK