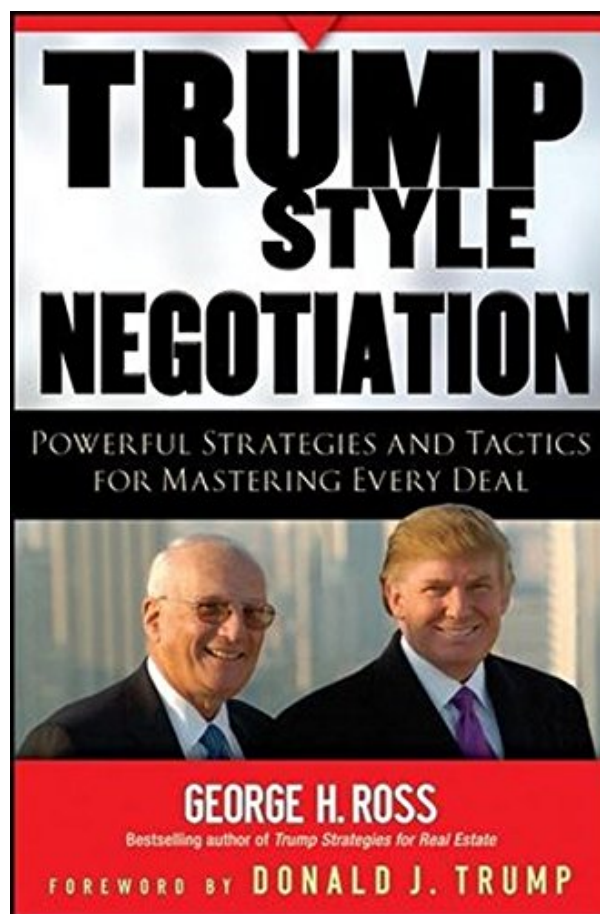
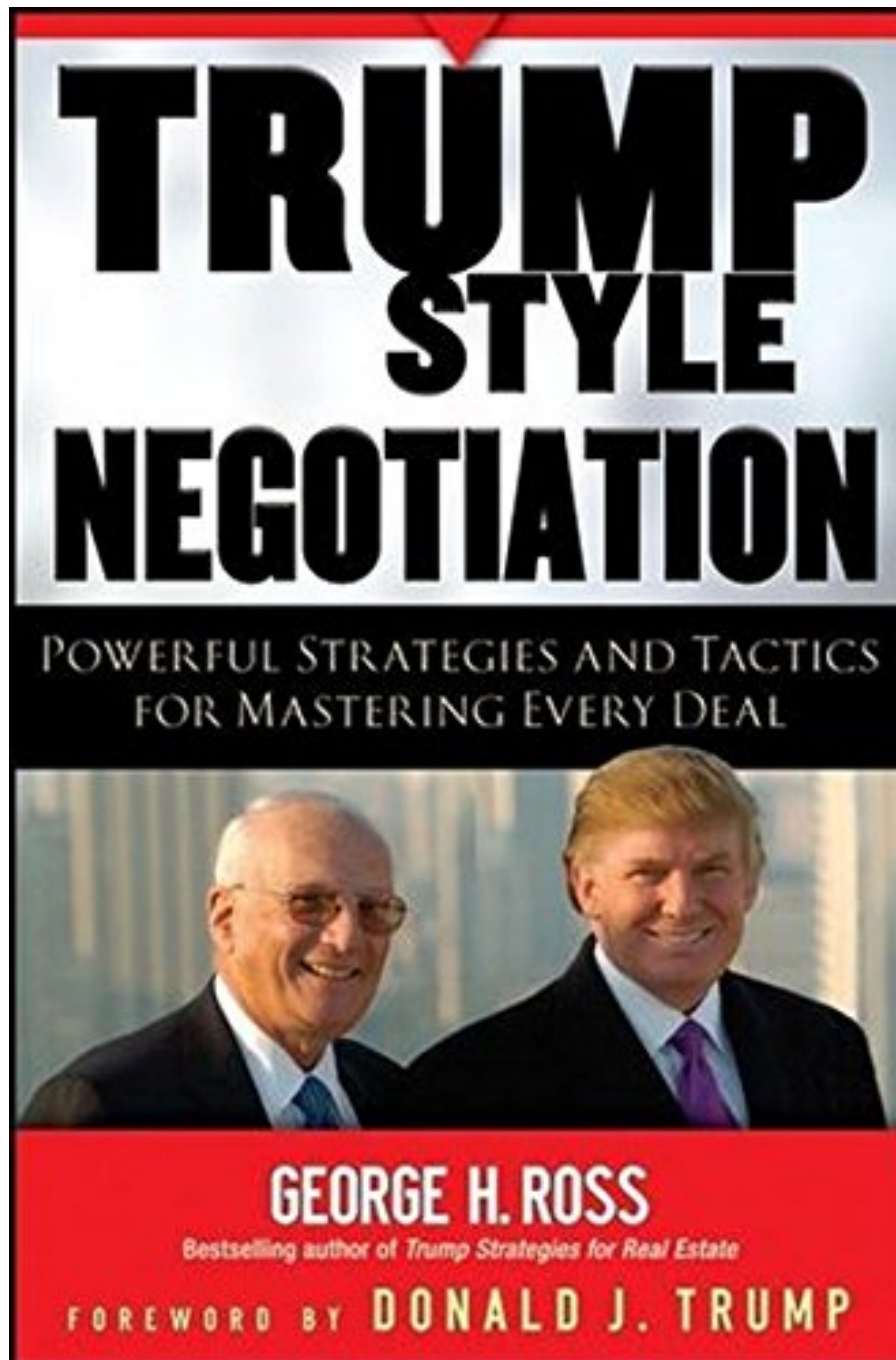


**TRUMP-STYLE NEGOTIATION: POWERFUL
STRATEGIES AND TACTICS FOR
MASTERING EVERY DEAL BY GEORGE H.
ROSS**



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In one ten-year period alone, Ross personally negotiated and bought 702 properties for his clients. When you do this many deals, you learn just about every negotiation trick in the book, and you learn to predict how people are likely to react in every imaginable negotiating situation. Trump-Style Negotiation will help you improve the results you get from any kind of deal – buying a car, getting a raise from your boss, buying or selling a small investment property, or financing a skyscraper.

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Ever since he wrote *The Art of the Deal*, Trump has been the world's most famous negotiator—even though he didn't reveal his actual deal-making secrets. Now, George Ross explains the tactics that took Trump to the top and how you can use those same tactics and strategies in your daily negotiations. A practical, real-world negotiation playbook, this is the ultimate guide for anyone who wants to negotiate like a proven winner.

- Sales Rank: #300028 in Books
- Published on: 2008-01-09
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x .70" w x 6.00" l, .74 pounds
- Binding: Paperback
- 288 pages

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Most helpful customer reviews

40 of 41 people found the following review helpful.

Terrific Book, Thanks George Ross

By Carol Frome

Three years ago, when I became a Realtor, I was surprised that absolutely no part of the licensing course addressed negotiation--even though real estate agents have a fiduciary responsibility to negotiate on behalf of their clients. Nor are there any continuing-ed courses on the subject! Ever since, I've been questing after information that uses concrete examples and techniques that might strengthen my own homemade common-sense approach to negotiating. Win-win conceptual books are all well and good, but I want to shine my flashlight on the tough guy in the alley who doesn't care about win-win. Let's face it, a lot of negotiators couldn't care less about whether or not my client feels happy with the result of the negotiation, and they're not worrying about long-term business relationships. This is the only book I've found that gives me exactly what I've been wanting, a way to recognize various tactics and ways to meet them head-on, whether I'm wearing my velvet gloves or my boxing gloves. Thanks for the great book, George!

40 of 42 people found the following review helpful.

More Practical Tactics by the "Trump-Style" Elucidator

By Mr. Bibliophile

After reading Mr. Ross' first book: 'Trump Strategies For Real Estate; Billionaire Lessons for the Small Investor', I couldn't wait to dig into this one. I noticed upon perusing his first release that I got a lot more out of his 'Trump insider' revelations than I ever have from Mr. Trump's books.

The man whose identity I learned of while watching 'The Apprentice' delivers again. He elaborates on many of the negotiating concepts he touched on in his real estate book, then goes much farther with examples along the way. He basically breaks the Trump Style down into eight essential principles:

1. Establish Trust, Friendship and Satisfaction with the other side.
2. Discover what the other side wants, determine his or her weaknesses, and uncover valuable hidden information.
3. Convince the other side that they're getting more than expected.
4. Use Timing, Deadlines, Deadlocks, and Delays to your advantage.
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6. Become an expert on the topic that you're negotiating.
7. Maintain flexibility and seek multiple solutions to every impasse.
8. Tap into powerful planning and organizational tools to help you win.

I really like the insights he gives pertaining to "the aura of legitimacy". I've found that an awareness of this particular negotiating gambit has been very helpful in my current negotiations for cost-effective advertising space. I'm now aware when this tactic is being used against me and I no longer fall prey to it.

The only thing that slightly irritated me while reading Mr. Ross' book on negotiating was contained on page 88. It was there that he interjected a bit of personal political opinion that I think is better left omitted from a business book.

Although the aforementioned gripe cannot be without influence from my own political views, I won't take a star away from my rating of George Ross' book on negotiation. In fact, as long as this guy keeps writing business books, I'll keep buying them and reading them. Highly recommended.

1 of 1 people found the following review helpful.

What was I thinking

By Leslie Night

Embarrassed I ever bought a Trump book

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