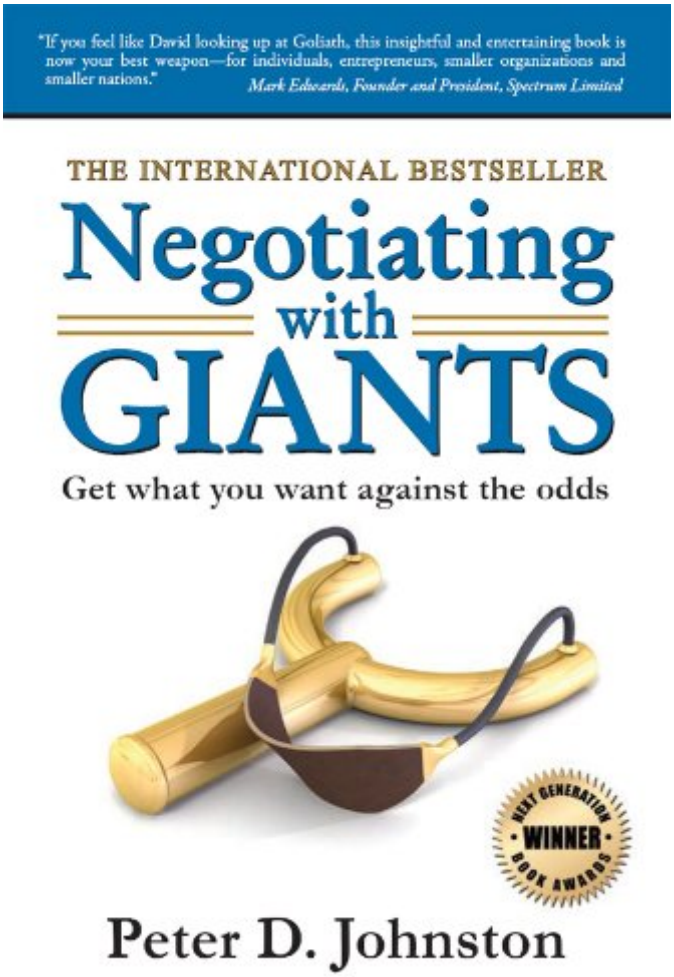
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Negotiating With Giants: Get What You Want Against The Odds



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Synopsis

HOW DO YOU NEGOTIATE with Wal-Mart? With AmericaÃ¢â ¬â„¢s President over going to war? A pay raise from an intimidating boss? More money for a struggling start-up? Sweeping social change? Your survival if youÃ¢â ¬â„¢re taken hostage by an armed killer? In this award-winning bestseller, you will travel across time through riveting, real-life David & Goliath stories - uncovering the secrets and strategies of successful smaller players so you, too, can get what you want against the odds.

Book Information

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Customer Reviews

Each negotiating tactic and each example Johnston discussed triggered memories of past negotiations in my career - job offers, salary negotiations, business contracts, even past purchases and relationships - that went horribly awry and for which I felt I got the short end of the stick. And I realized as I read - and re-read - the examples Johnston provided what I might have done differently to have achieved happier outcomes.

Having been a startup entrepreneur and tried to convince large companies to invest/partner/become

a customer, I can relate to many of the lessons in this book and wish I had read it then. It is somewhat repetitive and some of the examples chosen aren't quite apt, but many of the insights related to business negotiations are spot-on and useful. Not that they are easy to put in practice necessarily --- that is a different ball game. Overall a great read, definitely worth it --- it'll likely make you think, and has insights that I don't recall reading/seeing in other books on negotiation. The anecdote on the photographer and the US government was particularly well chosen.

I was able to use his lessons immediately while negotiating my job in a hospital. A large hospital is definitely a faceless Goliath, but I was able to bring the hospital down to size based on their needs and mine.

This book changed my life. Absolutely would recommend it!

As described

Great book, and great stories to help explain the authors points.

Its a good book to be acquainted with general negotiating tactics. It is a better book to keep as reference for when you need to refresh or review before a negotiation and make sure you are going in with the best strategy for your desired outcome.

Fictional stories in tailored scenarios do not an informational book make. This book is weak on facts and heavy on suggestion

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