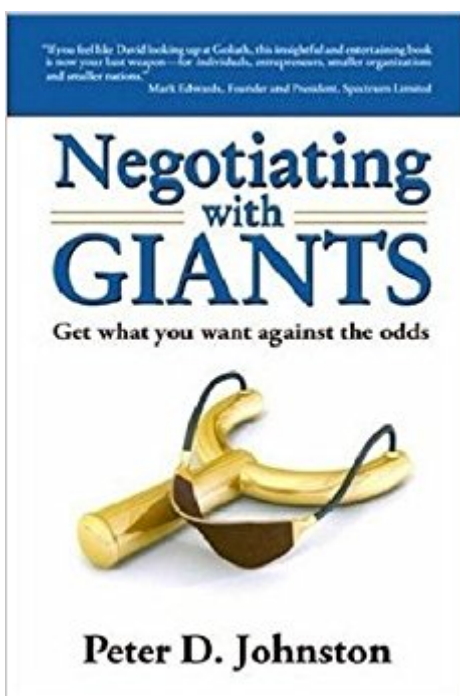


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# Negotiating With Giants: Get What You Want Against The Odds

## Negotiating With Giants



## Synopsis

Negotiating with Giants

## Book Information

Series: later printing

Paperback: 273 pages

Publisher: Negotiation Press (2008)

Language: English

ASIN: B00ERR4DO6

Package Dimensions: 8.9 x 5.9 x 0.8 inches

Shipping Weight: 8.8 ounces

Average Customer Review: 4.4 out of 5 stars 12 customer reviews

Best Sellers Rank: #1,228,388 in Books (See Top 100 in Books) #112 in Books > Law >

Intellectual Property > Communications #993 in Books > Business & Money > Management & Leadership > Negotiating #15382 in Books > Business & Money > Skills

## Customer Reviews

Negotiating with Giants

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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