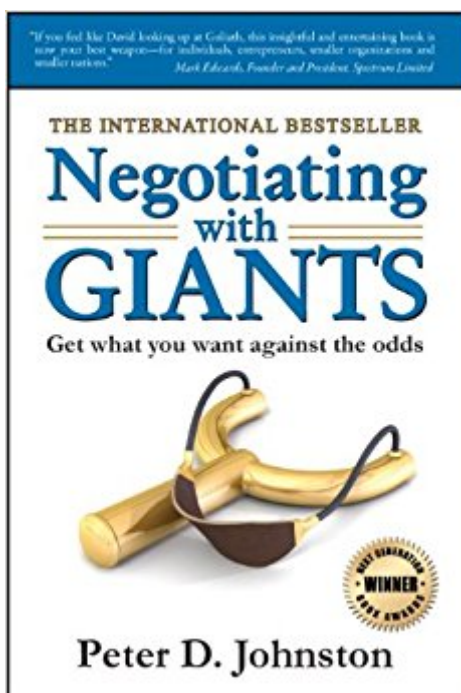


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# Negotiating With Giants



## Synopsis

HOW DO YOU NEGOTIATE with Wal-Mart? With America's President over going to war? A pay raise from an intimidating boss? More money for a struggling start-up? Sweeping social change? A Super Bowl victory for a team of losers? The return of stolen treasure, lost rights or a canceled credit card? Your survival if you're taken hostage by an armed killer? IN THIS AWARD-WINNING BESTSELLER, NEGOTIATION EXPERT PETER JOHNSTON surprises us with answers to these far-flung questions, laying out unique strategies and concrete steps we can all use to handle the growing number of giants in our lives. As readers, we travel across time--through riveting, real-life stories--uncovering the secrets of successful smaller players so we, too, can get what we want against the odds.

## Book Information

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## Customer Reviews

1. "Very valuable...What you need to know to get a good deal on just about anything." --CNN News, Issue #12. "Whereas Getting to Yes provided the broad strokes of negotiation strategy, Mr. Johnston uses a finer brush to fill in an important corner of the canvas...Fans of Robert Greene's use of historical anecdotes in his best-selling 48 Laws of Power will recognize and enjoy a similarly informative and engaging storytelling style in Negotiating with Giants." --Jeff Davis, Embassy Magazine<sup>3</sup>. "...negotiations expert Peter D. Johnston has written a highly readable book geared to helping underdogs find practical ways to negotiate with larger, more powerful competitors." --Laura Ramsay, The National Post<sup>4</sup>. "It's a fantastic read!" --Tommy Schnurmacher, CJAD Radio<sup>5</sup>. "If you feel like David looking up at Goliath, this insightful and entertaining book is now your best

weapon--for individuals, entrepreneurs, smaller organizations and smaller nations." --Mark Edwards, Founder and President, Spectrum Limited<sup>6</sup>. "An absolute gem to be guarded jealously from giants. One of the world's leading negotiation experts changes how we should be thinking about our most challenging negotiations and conflicts." --Jules B. Bloch, LLB, Professional Mediator and Arbitrator<sup>7</sup>. "Peter Johnston speaks with giants. He also sizes them up, figures out their weaknesses, then goes for the kill in a polite, well-informed way...This 250-pager is packed with strategies on how to outsmart a Goliath in business, government or even between friends." --Amei Mai, Times Colonist Newspaper<sup>8</sup>. "Negotiating with Giants is entertaining and any one of its six chapters will unveil insights you'll want to pass along to a friend, colleague or family member." --David Schneider, Business Class Magazine<sup>9</sup>. "Unlike many negotiation books that require you to pinch yourself to stay awake through their dry, academic prose, Negotiating with Giants has an almost folksy style that easily carries the reader through the six chapters...With Johnston's book in hand, readers have some powerful ammunition they can use to fight and win." --Steve Proctor, The Chronicle Herald<sup>10</sup>. "Whether you're dealing with a banker, a landlord, suppliers, customers or employees, your success is often wholly contingent upon your ability to get people onside...this is clearly terrain people are interested in learning more about." ----Noel Hulsman,

PETER JOHNSTON is a negotiator, advisor, mediator and speaker whose expertise is sought worldwide. He has worked with clients ranging from Wall Street bankers, UN officials and political leaders to battered sales teams, cheated spouses and convicted felons. His ground-breaking results have been formally recognized by the US government for their positive economic and social impact. He is a Harvard MBA, trained journalist and former corporate and investment banker.

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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