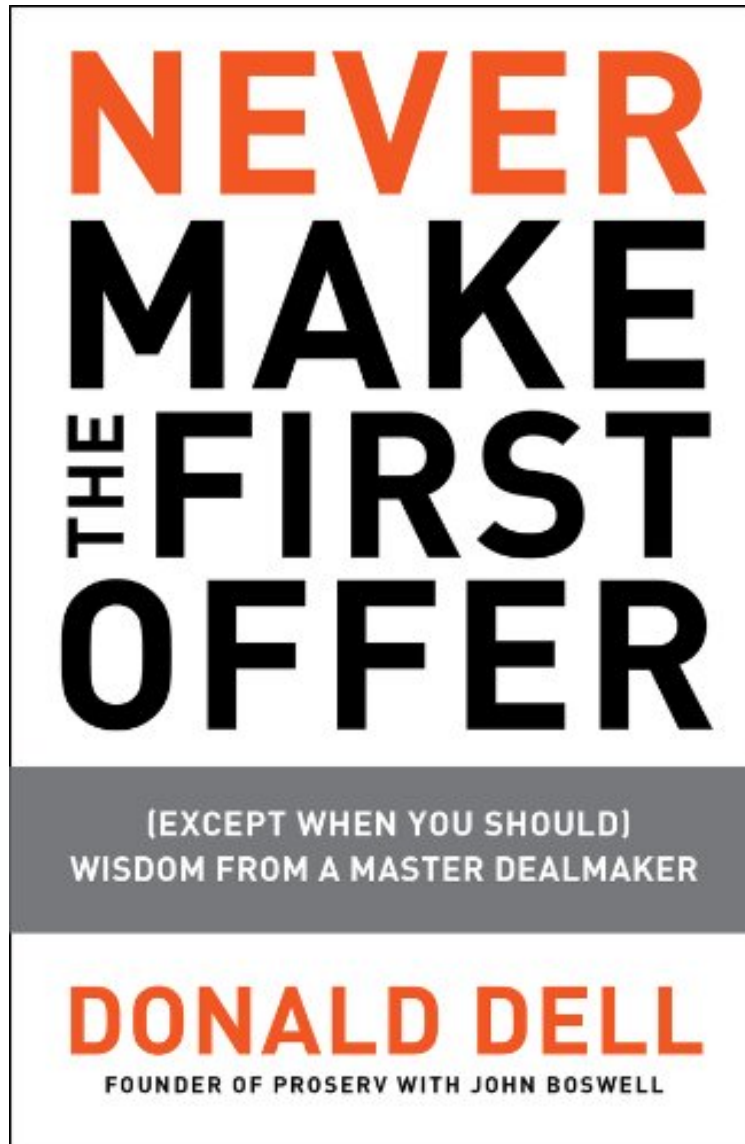


Never Make the First Offer: (Except When You Should) Wisdom from a Master Dealmaker

Donald Dell, John Boswell

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Donald Dell, John Boswell : Never Make the First Offer: (Except When You Should) Wisdom from a Master Dealmaker before purchasing it in order to gauge whether or not it would be worth my time, and all praised Never Make the First Offer: (Except When You Should) Wisdom from a Master Dealmaker:

4 of 4 people found the following review helpful. Donald Dell: Ain't I Wonderful By Michael W. Allen This apparent autobiography is nothing more than a catalogue of the "great" deals Donald Dell has negotiated over the course of his career, with the overwhelming undertone of "look at all these amazing deals I've done! Am I not the best ever?!" The

book provides zero unique or valuable insight into how a successful deal is negotiated. Each of his repetitive and unoriginal points can be summarized into the three categories of 1) Networking is important 2) Don't screw people over and 3) Just be really really talented, like me, and you'll make great deals. Groundbreaking. The vignettes about athletes, their personalities, and their influence on the deals (what I was most interested to read this book for, after all Donald Dell can accurately be described as the father of the modern sports agent/athlete relationship) are few and far between and ultimately leave you unsatisfied. As does the book in general. 0 of 0 people found the following review helpful. Must Read for Any Negotiator By M. Bragg Whether you are an attorney, sales person, or just looking to get the best in a deal, Dell does an amazing job outlining his pointers on how to do so. The author uses several short and to-the-point chapters to outline recommendations that are not far-fetched theories. Rather, these are actual concepts that you can put to work right away in any negotiation. Also, the book serves as a bit of a biography about Dell, whom no doubt revolutionized the sports agent industry. At times the stories do get a bit overwhelming to the point of almost being gloating. Nonetheless, there is always something to take away from each of them. The book is also supplemented with "guest" columns in each chapter from industry leaders. These columns are a great perspective on how others implement Dell's proven techniques in their lives. Great read and would recommend! 4 of 4 people found the following review helpful. Priceless Negotiations Guidance From a Master Deal-Maker By COUNSEL NEVER MAKE THE FIRST OFFER is an excellent book filled with a variety of sophisticated negotiating tips from a master deal-maker. As a practicing lawyer frequently involved in complex business negotiations, such guidance is priceless. It is also an interesting read chock full of anecdotes from Mr. Dell's lengthy career representing notable tennis stars (Arthur Ashe, Stan Smith, Jimmy Connors, Andy Roddick among many others), basketball players (Michael Jordan, Patrick Ewing, Joaquim Noah, and a wide range of other notable figures (Sargent Shriver, Fred Smith of FedEx, Ted Leonsis of AOL, and Dan Snyder of the Washington Redskins). I recommend this book highly.

"On a handshake, I've trusted Donald Dell with my life." -Arthur Ashe, U.S. Open champion Good negotiators know the rules. Great negotiators know when to break those rules. And then there are the true master dealmakers, like the pioneering sports lawyer Donald Dell. Over the last four decades, he has fought for some of the biggest stars in the world-Michael Jordan, Jimmy Connors, Patrick Ewing, Andy Roddick, Stan Smith, and dozens of others. Dell is tough enough to look the general manager of the L.A. Lakers in the eye and say, "We can talk about the weather or the movies or your sex life, whatever you want, but we're not going any further until you make an opening offer." On the other hand, he's shrewd enough to know when the managing partner of the Chicago Bulls was about to lowball Michael Jordan by \$40 million-unless Dell could grab the advantage by naming his number first. Now Dell reveals the advanced strategies and tactics that he has developed over a lifetime of high-stakes deals. Whether you're making endorsement deals for superstars, negotiating your next salary, or just trying to sell your old car, Dell's wisdom will help you get every possible advantage.

From Publishers Weekly Starred . Legendary sports agent Dell reveals the secrets to successful negotiating in this spellbinding, behind-the-scenes look at deal making in the high stakes world of professional athletics. The treasure trove of practical advice is backed up by mesmerizing tales of the deals Dell closed on behalf of such stars as Arthur Ashe, Michael Jordan, Jimmy Connors and Patrick Ewing. The author drives home simple yet powerful business lessons: he recalls how his negotiation for a new Michael Jordan basketball shoe reached an impasse until Nike exec Peter Moore blurted out a clear concept for a line called Air Jordan, which subsequently became the biggest licensing deal in history; and his own temper cost him a deal signing a promising young tennis star. Sidebars offer advice from athletes, politicians and dealmakers including former senator and Basketball Hall of Fame player Bill Bradley and former senator George Mitchell, who negotiated the Good Friday peace agreement of 1998 in Northern Ireland. Dell reveals that successful deal making requires strong relationships, trust, self-awareness—the very qualities his star clients embody. (Aug.) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. About the Author Donald Dell is the cofounder of the Association of Tennis Professionals and the founder of ProServ, a leading sports agency that has represented hundreds of star athletes. He is also a former captain of the U.S. Davis Cup tennis team, the founder of the Legg Mason Tennis Classic, and a television tennis commentator. John Boswell has written or cowritten seventeen books including What They Don't Teach You at Harvard Business School.