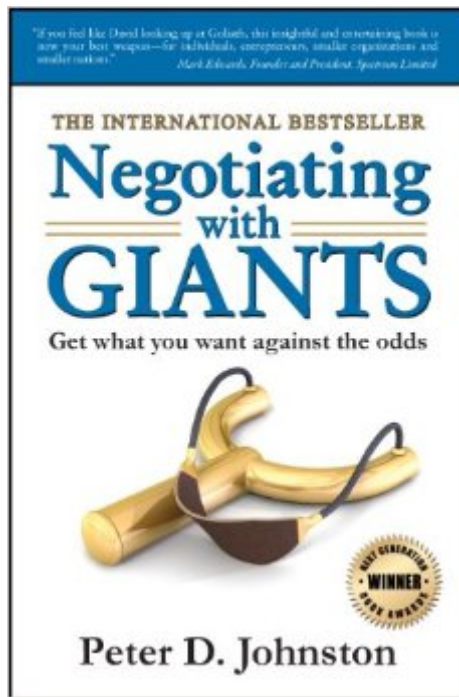


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# Negotiating With Giants



## 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

Each of us, at some point in our lives, will confront our own goliath: a boss, company, government or nation that's dramatically bigger and more powerful than us. While the odds may seem stacked against us, "Negotiating with Giants" provides a golden ray of hope. The author reminds us that we're "negotiating", not simply when we're "at the table", but whenever we try to influence our giant in any way. He then clearly defines the secrets and strategies for "getting what you want, against the odds", with a writing style that is crisp, strong and confident. While the book is highly thorough and intelligent, it is equally engaging and entertaining. What makes this book truly stand out is the rich stories the author draws on to bring his key messages to life. Dozens of true stories, encompassing business, political, social, and individual situations, are viewed through the lens of

giant negotiations. These stories alone make great reading. "Negotiating with Giants" is well-organized and highly accessible. It includes chapter summaries ("Final Thoughts"), and a four page, back-of-the-book summary (more authors should include one!) that cross-references the negotiation secrets and strategies, with stories and page numbers. These thoughtful features make me believe "Negotiating with Giants" will be an indispensable reference tool for business executives, politicians, citizens and activists...or anyone else, for that matter, facing a goliath.

This is a great book that many will appreciate and learn from. The author uses examples from history (Canadian, American, and International), politics, popular culture, personal vignettes, and of course, some business examples. This isn't your typical dry business book. Johnston is a witty story teller and I found myself wanting to finish the book. You see, I've started many business books only to put them down. I am not the usual target market for this genre of books, but my husband is and so occasionally I'll grab the book (or the various business magazines that we subscribe to) and read it (them). This book had me thinking about negotiating deadlines with colleagues and even the possibility of impending salary negotiations. What I found really useful: the inclusion of chapter synopses that I think business types will love. I also read through all the footnotes, hey, I am an academic after all, and enjoyed his concise, yet informative notes. I was really impressed with the amount of research that was undertaken with this book. At times it read like a story, which I think is useful for most readers. The bulleted areas explaining the message or key points of each chapter were useful. I'm still thinking about the book and the shared stories. Overall, this is a great book and I look forward to talking to others about it. I think some of my students who are close to graduating and thinking about full-time work would benefit from reading the book.

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.

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.

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.

I've grown tired of how people state that they're going to "call corporate" as if they were calling God Almighty. With mergers and conglomerates on the brink of monopolies, it's very easy to feel powerless against their nasty practices. "Negotiating with Giants" gives you the ammo you need against these fat cats. The stories are engaging and poignant. The strategies are so precise you feel as though you're prying into top secret files. Johnston not only helps us defend ourselves in these overly-litigious times but offers hope on how to improve the world by turning that defense into a wily offense.

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