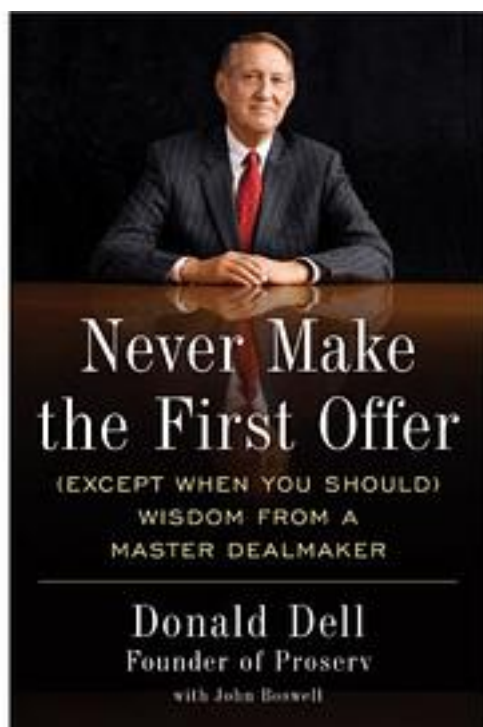


Never Make the First Offer



[Never Make the First Offer_ 下载链接1](#)

著者:Donald Dell

出版者:Portfolio Hardcover

出版时间:2009-11-19

装帧:Hardcover

isbn:9781591842651

Donald Dell is a legend in professional sports. As one of the first agents to represent athletes, he's been negotiating mega-deals for almost forty years with a hugely successful record on behalf of stars like Arthur Ashe, Michael Jordan, Jimmy Connors, Patrick Ewing, Stan Smith, and Boomer Esiason.

Now Dell shares behind-the-scenes stories of his dealings with some of the most powerful sports owners and executives. He brings the inner workings of the negotiating room to life and offers lessons that readers can apply to their own tough situations. A sample:

- Never make the first offer: You're not seeking an offer at all; you are seeking information.
- Business is emotional: If you are less than genuine people will pick up on it, which is much worse than losing your temper every now and then.
- Know your audience: I finally figured out the key to Jimmy Connors—play to his stubbornness. Don't force Jimmy to do something and he just might do it.
- Decide what's important: Something extremely important to the other side may be trivial to you, in which case you can gain leverage by giving it to them.

作者介绍:

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.

目录:

[Never Make the First Offer_下载链接1_](#)

标签

评论

[Never Make the First Offer_下载链接1_](#)

书评

[Never Make the First Offer_下载链接1](#)