


Negotiating with Giants

Peter D. Johnston

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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.

Negotiating with Giants Details

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Author : Peter D. Johnston

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From Reader Review Negotiating with Giants for online ebook

Stacey Atkinson says

It's a bit of a long read, but I appreciated all of the real-life case studies about people who negotiated with big companies to get what they wanted. A true David and Goliath book.

Dmitri Pavlov says

This book is such an interesting mix of great stories with throughout review of practical lesson derived from each and every story. Great read. Thank you!

4 stars because it is a bit too long, and at the end it becoming a bit monotone. Should be as in the story of The Knife Guy : “..this performer varied his tone and pace, always speaking so we could hear him, but pausing for effect..... to keep us on our toes”.

Overall, Great Read, Highly recommending.

Roger Royse says

Interesting anecdotes illustrating the points. Good advice for us Davids who regularly meet Goliath in the field

Jacob O'connor says

Not too shabby. Johnston has written a vibrant yet informative how-to. I'll be better equipped next time I square off against a "giant" in negotiation. At my height, that's pretty much everyone.

Couple notes:

-Blackmail? LOL

-Stand Tall

-Ignore the rules

-Sacrifice your queen

-Form coalitions. Grow the size of your team

-Plan to walk away

-Stick to your word. Even if they're ultimatums.

-Say yes when you mean no. Stall.

-Give choices

-Uncover meaning

Rami Balkhair says

Peter Johnston himself taught me the subject of negotiation at the University of Victoria. He is a super great guy. His strategies are so practical and useful. The book could take you to deal with complex negotiations. The book is well written, in an a high level English. However, it is better to have negotiation-knowledge background in order to best utilize the strategies in the book.
