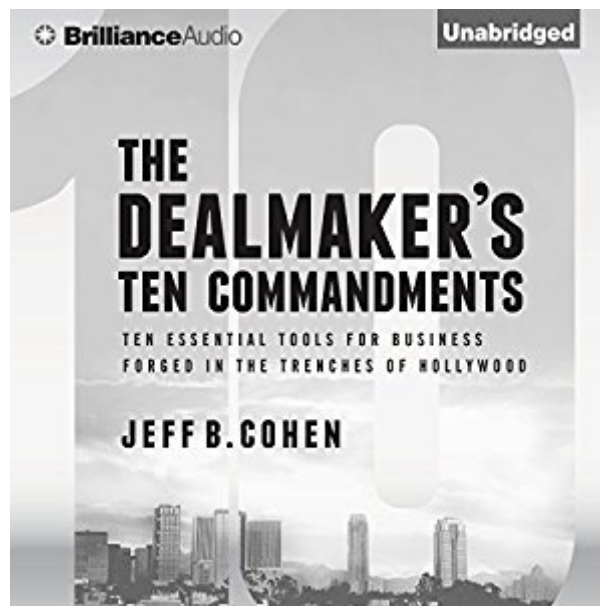


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The Dealmaker's Ten Commandments: Ten Essential Tools For Business Forged In The Trenches Of Hollywood



Synopsis

The Dealmaker's Ten Commandments contains a practical, no-nonsense methodology for negotiating deals, managing your time, and handling crisis all at the highest level. Peppered with entertainment industry war stories, The Dealmaker's Ten Commandments has been forged in the white-hot crucible of brutal transactional combat. Although developed in Hollywood, the real-world tactics, strategies, and guiding principles are vital for any business environment. With sufficient practice, incorporating The Dealmaker's Ten Commandments into your life becomes second nature. Opportunities that once were hidden become visible. Traps that would have snared you are avoided. Enemy vulnerabilities that would have gone undetected reveal themselves. The book is a tool kit, enabling you to overcome resistance, obtain your goals as a professional, and achieve the success that is living your life on your terms.

Book Information

Audible Audio Edition

Listening Length: 4 hours and 18 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Brilliance Audio

Audible.com Release Date: June 7, 2015

Whispersync for Voice: Ready

Language: English

ASIN: B00Z2SS9U8

Best Sellers Rank: #14 in Books > Law > Business > Entertainment #67 in Books > Business & Money > Human Resources > Conflict Resolution & Mediation #83 in Books > Law > Intellectual Property

Customer Reviews

Well, this was a surprisingly great read. I'll be honest and say that I only even agreed to read and review this book because I was curious what Chunk was up to these days. Turns out, he's doing pretty well for himself. The book is short at just over 100 pages, but it is packed with good advice. Cohen is insightful, smart, straightforward, genuinely humble, and surprisingly funny. There is no doubt that Cohen is focused and determined to be the best at what he does, but he also doesn't take himself too seriously. Despite the fact that he gives, what many would consider to be, rather harsh advice, he still comes across as pretty darn likable, in my opinion. The book is divided into,

you guessed it, ten sections. Here is a brief overview of each one:1) Fear is more powerful than love. It's also more reliable.2) Power, not reason, decides how outcomes are defined, judged, and rationalized.3) People are motivated by their own (perceived) best interests.4) Things are exactly as they seem. Don't delude yourself. Don't make excuses.5) Choose the right battle with a worthy opponent.6) Make a deal: offer, counter, and close. Don't add steps; don't skip steps.7) Have a system for handling your phone calls, emails, meetings, etc. Spend the most time on things that most benefit you.8) Don't panic or make excuses when you screw up. Fix the problem now, analyze later.9) Know your role--who you are and who you aren't. Also, get paid!10) Try not to become a monster. Even if you get down and dirty on a daily basis, balance it out with good things in your life. Though I began reading this book out of curiosity more than anything, I ended up really enjoying it.

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