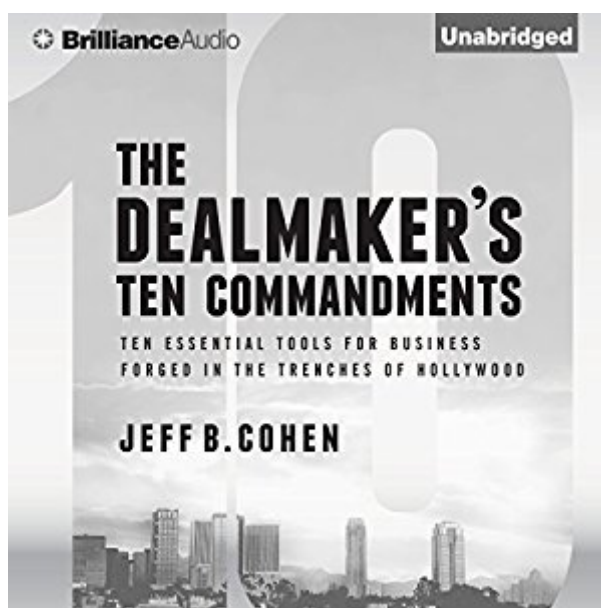


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# The Dealmaker's Ten Commandments: Ten Essential Tools For Business Forged In The Trenches Of Hollywood



## 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. Peppared 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

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## Customer Reviews

This small book packs a powerful punch. What is really nice is the book is broken down into 10 chapters. Each one of these chapters also has an action plan so you know what to do with the new information you have. This book covers who really has power in a conversation and who does not and why it is important. Strategy is an important part of business and sales as you will find easy to follow concepts in order to determine what to do next. You also get amazing advice on negotiation and how the process is really a dance more than a presentation. Overall this is a great book for salespeople, business owners, entrepreneurs or anyone else who is in the deal making business. At

120 pages this is an easy read.

This was a worthwhile read. Many of the techniques promoted in this book are distasteful to me, though I have no doubt they are valid and effective. I encounter such techniques regularly from counterparties. Looking into how those techniques work helps me identify them and deal with them when I do encounter them. The author also has some redemptive comments at the end of the book, which I appreciated. My negotiating philosophy is more in line with *Getting Past No* and *Never Split the Difference*. Still, for anyone who negotiates professionally and who studies negotiation, this book is worth reading.

This book was awesome. Not only was it incredibly informative, it also had a lot of humor and was a fun read, as Mr. Cohen throws in pop culture references and geeky metaphors that keep the reader entertained. It's conversational, (albeit one sided) but you really feel as though he's bestowing his words of wisdom directly to you, so it keeps it from feeling textbook, and rather, more personal, as he isn't afraid to be honest. It doesn't matter if you're a lawyer, a producer, an agent, etc. everything in the book can be relevant if you're in the business of making deals, negotiating contracts, or just understanding how to play the game. For someone who's a newer entrepreneur to the business, there's a great deal to be said for his advice on how to avoid mistakes, how to understand your 'opponents' and how to not beat yourself up over deals going south, or the way you wanted. There are also pointers for type A personalities (I'm guilty) who never take a moment to breathe, and remain completely consumed by the machine. He recommends ways to take breaks and advocates that it's 100% necessary. He's right! It sometimes takes an outside person to state the obvious, and there are little tidbits and nuggets scattered throughout the book on various subjects, which contributes to the value of the material. I know I underlined a few things...I not only learned a lot about dealmaking, but I think I learned a bit about myself in the process. Highly recommend it to anyone who's ready to move up to the next level.

It took me a while to read Jeff's book, *The Dealmaker's Ten Commandments* because I don't find the time to sit down and enjoy a good book. Once I did, I had regrets why I didn't read this book earlier. Being in the business myself I really learn a few things and enjoyed the book. I enjoyed Chucky character as a kid, I am glad to be a friend of Jeff's and glad that he is my entertainment lawyer who loves to stand up for the little people. Great read and f\*&king great job on the book Jeff.

Such a great read. I ran across a mention of it through a Facebook friend and decided to give it a try. Insightful, funny, and smart. I definitely recommend it. Even if dealmaking isn't a regular part of your life, there is much to be gained by reading this book.

As a transactional attorney, I can say with full confidence that each of Cohen's lessons, or commandments, in this great book of his will be invaluable to the experienced dealmaker as reminders of the rules of the great game that is negotiation. And to the less experienced, this should be an excellent, educational, introduction to dealmaking. Cohen drew not only on personal experience as an attorney and individual, but also from historical figures as he organized and elaborated on these commandments, which I think he would admit he did not conceive of because they are universal and timeless. Like the laws of physics, they apply to all transactions and negotiations, anytime, anywhere. Cohen just happened to spot them and took the time to discuss them in this book.

Enjoyed the book greatly. Sound advice and reminders that will be useful in upcoming deals. Thank you for sharing. Cheers!

It's a great book for someone who needs to learn a deal making style. It is also a great book to self motivate the reader.

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