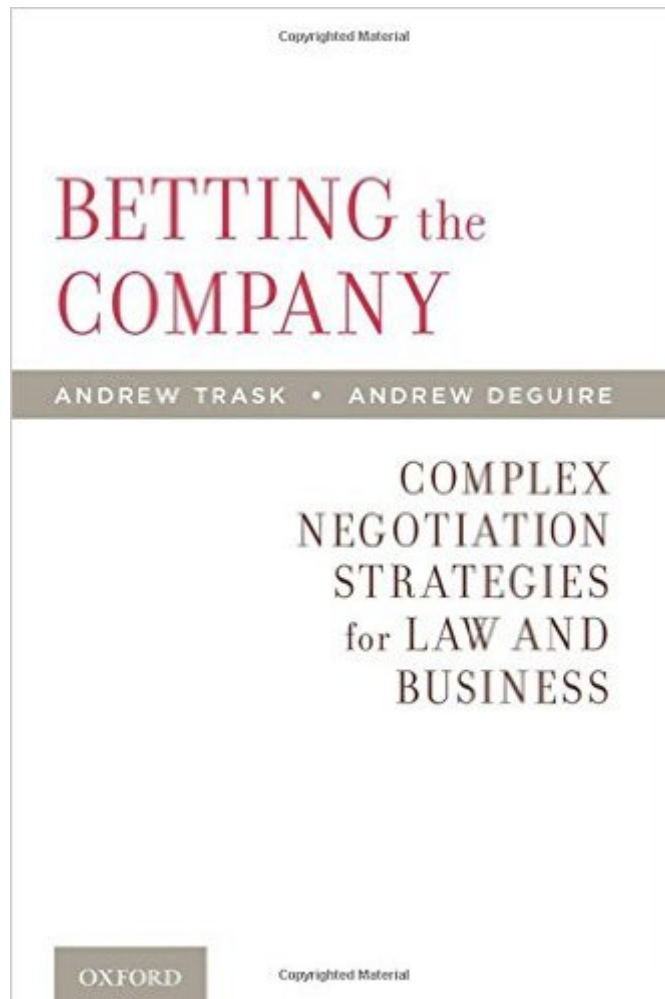


The book was found

# Betting The Company: Complex Negotiation Strategies For Law And Business



## Synopsis

Where the fate of a company is on the line in a negotiation, legal and business teams must work seamlessly to reach a successful conclusion. Unfortunately, there's often a gap between lawyers, who are typically untrained in business strategy, and business executives, who lack basic knowledge of contract law and regulations. In *Betting the Company: Complex Negotiation Strategies for Law and Business*, Andrew Trask and Andrew DeGuire offer a thorough introduction to enable lawyers and business people to understand the theoretical concepts and to apply practical tools to conduct a successful, multi-faceted negotiation. The authors, both of whom have extensive experience conducting high-stakes negotiation, explain the different strategic considerations negotiators face, from the pressures on individuals representing a larger group to the difficulties that arise from clashes of corporate culture. They also discuss the specific challenges raised by negotiations that involve multiple parties, multiple issues, and take place over longer periods of time. Throughout this illuminating book, Trask and DeGuire provide concrete, practical advice on how best to guide companies through the most difficult negotiations.

## Book Information

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## Customer Reviews

I have struggled with negotiation books. There's something about the drearily earnest and stultifying tone, not to mention the frequent paucity of much new content, as the few ideas are buried in filler, that really frosts me. No such problems here. I have to compliment a teacher who puts in that extra push to make the content interesting, particularly alongside some good substantive advice.

The authors do a terrific job of covering the most critical aspects of business negotiations and bring them to life with terrific real life examples. The "how-to's" at the end of each chapter, based on their extensive experiences, are extremely effective at outlining very practical advice for business leaders to draw from. They also make the book a fun read by working in several memorable quotes throughout the book that range from Meatloaf, to Ted Turner to the Godfather - which are surprisingly effective at driving home their main messages!

If you're involved in complex negotiations, this book is a must read. Written by clearly knowledgeable and experienced legal and business practitioners, this book is rich in content with lots of useful information, as well as examples, of how to negotiate in a complex environment. Particularly useful is the point that complex negotiations usually occur between two organizations, not just individuals and the negotiations don't stop when an agreement is reached. Now the real work begins to move the two organizations forward!

This book undoubtedly is written for a targeted audience, but the style and tone make it very reader-friendly. The movie quotes are a nice touch, and make you feel the authors are just "regular guys", albeit very savvy ones.

The Andrews provide excellent content in a fun and practical format. The book certainly is helpful and accessible for people who are just starting their journey into negotiations. But even those who negotiate for a living will find the book provides them not only with helpful reminders, but also with a broader understanding of all of the factors that must be carefully considered in any complex negotiation. Through the use of humor, "real world" examples of successes and failures, and concise subsections that get right to the point, Andrew and Andrew make a trip through this outstanding book both quick and entertaining. Well done!

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