



The Devil in the Deal: 50 Secrets to Successful Dealmaking

Kim Meredith

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The most successful people on any list have one dynamic in common - they are all dealmakers. Dealmaking is at the heart of business. So why isn't it the number-one subject in business schools?

It is not enough to be a great negotiator, a brilliant salesman or a natural trader; you need to know how to make deals quickly, successfully and profitably. Whether you are buying or selling a house, negotiating a complex business deal, drawing up a contract or concluding a multifaceted transaction, you need to know how to make a deal. Think about it: How did you transform your dreams into reality? How do you invest your money? How did you purchase your car?

The Devil in the Deal: 50 Secrets to Successful Dealmaking reveals the 50 secrets that make deals, as well as the 50 devils that break them, in the real world. It debunks the myths, mysteries and chaotic theories surrounding dealmaking, thereby enabling you to acquire the expertise you need to become a world-class dealmaker. Lively personal anecdotes and real-life examples make this a highly entertaining read, while practical steps and up-to-date, expert advice will light the way for you to hold your own in any deal, with anyone, about anything.

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