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Trump: The Art of the Deal | by Donald Trump & Tony Schwartz

*The Art of the Deal* encompasses many of the day-to-day activities of New York business magnate Donald Trump, and how he competes in the cutthroat world of business in the Big Apple. The book mostly revolves around Trump's 11 guidelines to success and their implementation, and how Trump utilizes them to get ahead of his opponents.

Although a wildly controversial character today; Trump used to be a fat cat business guy before becoming the 45<sup>th</sup> president of the United States, and the book is very in-depth with Trump's routines before he became the President. Looking at chapter one, Trump immediately establishes his motivations for his business dealings, stating that he "doesn't do it for the money. I've got enough, much more than I'll ever need." (Trump, p.1) and he further clarifies that he does it "... to do it. Deals are my art form."

After further elaboration on Trump's love for making deals, we delve into his daily schedule, which he said himself that he "plays it very loose." (Trump, p.1) subverting some expectations of what most people would think of your typical New York businessman, even saying that he "[doesn't] even carry a briefcase to work" (Trump, p.1) which is what most people would typically perceive an entrepreneur having always glued to their hands.

As most Americans are familiar with Trump's rhetoric after his tenure as President, it should come as no surprise that he could often come off as rude, but brutally honest, such as stated here, when discussing a partner of his, Abraham Hirschfield, who was looking to switch from real estate development to a political career: "... unfortunately for Abe, he's a far better developer than politician." (Trump, p.2) There are some that perceive this brand of honesty as a good thing, and some that perceive it as a bad thing, but it really does make reading this book feel like you are reading it right off Trump's desk.

Another interesting thing I have noticed about Trump's writing style is that he writes in the same way that he talks: straight to the point, always focused on the bigger picture, and his honest opinions and evaluations of the people around him does sell that you are reading something written by Trump, and not just another rich guy making a book for fun.

Overall, while *The Art of the Deal* is hardly a bad read, in some places being even fun to read, I would not say that it is excellent or perfect. Trump does sound like he is tooting his own horn in a lot of his writing, mostly focusing on himself, however, the book is about him and his stratagem for success. An interesting transmedia layer to this comes with his presidency, and how that developed Trump as a character for most people before picking up his book.

## **Works Cited**

Trump, Donald. "*The Art of the Deal*." Edited by Tony Schwartz, Ballantine, 1987, p. 0-5.