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THE INTERNATIONAL BESTSELLER

Negotiating with GIANTS

Get what you want against the odds



Peter D. Johnston

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HOW DO YOU NEGOTIATE with Wal-Mart? With Americas President over going to war? A pay raise from an intimidating boss? More money for a struggling start-up? Sweeping social change? Your survival if youre taken hostage by an armed killer? In this award-winning bestseller, you will travel across time through riveting, real-life David & Goliath stories - uncovering the secrets and strategies of successful smaller players so you, too, can get what you want against the odds.

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