



# Trump: The Art of the Deal

*Donald J. Trump*

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## **Trump: The Art of the Deal** Donald J. Trump

Beginning with a week in Trump's high-stakes life, *Trump: The Art of the Deal* gives us Trump in action. We see just how he operates day to day-how he runs his business and how he runs his life-as he chats with friends and family, clashes with enemies, efficiently buys up Atlantic City's top casinos, changes the face of the New York City skyline . . . and plans the tallest building in the world. TRUMP ON TRUMP: "I play it very loose. I don't carry a briefcase. I try not to schedule too many meetings. I leave my door open. . . . I prefer to come to work each day and just see what develops." Even a maverick plays by rules, and here Trump formulates his own eleven guidelines for success. He isolates the common elements in his greatest deals; he shatters myths ("You don't necessarily need the best location. What you need is the best deal"); he names names, spells out the zeros, and fully reveals the deal-maker's art: from the abandoned property that became the Jacob K. Javits Convention Center to the seedy hotel that became the Grand Hyatt; from the race to rebuild Central Park's Wollman Skating Rink to the byzantine saga of the property that became Trump Tower. And throughout, Trump talks-really talks-about how he does it. TRUMP ON TRUMP: "I always go into a deal anticipating the worst. If you plan for the worst-if you can live with the worst-the good will always take care of itself." Donald Trump is blunt, brash, surprisingly old-fashioned in spots-and always, always an original. *Trump: The Art of the Deal* is an unguarded look at the mind of a brilliant entrepreneur and an unprecedented education in the art of the deal. It's the most streetwise business book there is-and a sizzling read for anyone interested in money and success.

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