

# Negotiating with Giants: Get What You Want Against the Odds Negotiating with Giants

*Peter Johnston*

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**Peter Johnston : Negotiating with Giants: Get What You Want Against the Odds Negotiating with Giants**  
before purchasing it in order to gauge whether or not it would be worth my time, and all praised Negotiating with Giants: Get What You Want Against the Odds Negotiating with Giants:

2 of 2 people found the following review helpful. Now I see what I've been doing wrong!By Alex J. CaffariniEach negotiating tactic and each example Johnston discussed triggered memories of past negotiations in my career - job offers, salary negotiations, business contracts, even past purchases and relationships - that went horribly awry and for which I felt I got the short end of the stick. And I realized as I read - and re-read - the examples Johnston provided what I might have done differently to have achieved happier outcomes.4 of 4 people found the following review helpful. Interesting book, with unusual insights you won't find elsewhereBy CustomerHaving been a startup entrepreneur and tried to convince large companies to invest/partner/become a customer, I can relate to many of the lessons in this book and wish I had read it then. It is somewhat repetitive and some of the examples chosen aren't quite apt, but many of the insights related to business negotiations are spot-on and useful. Not that they are easy to put in practice necessarily --- that is a different ball game. Overall a great read, definitely worth it --- it'll likely make you think, and has insights that I don't recall reading/seeing in other books on negotiation. The anecdote on the photographer and the US government was particularly well chosen.2 of 2 people found the following review helpful. UsefulBy Verdant GreenI was able to use his lessons immediately while negotiating my job in a hospital. A large hospital is definitely a faceless Goliath, but I was able to bring the hospital down to size based on their needs and mine.

