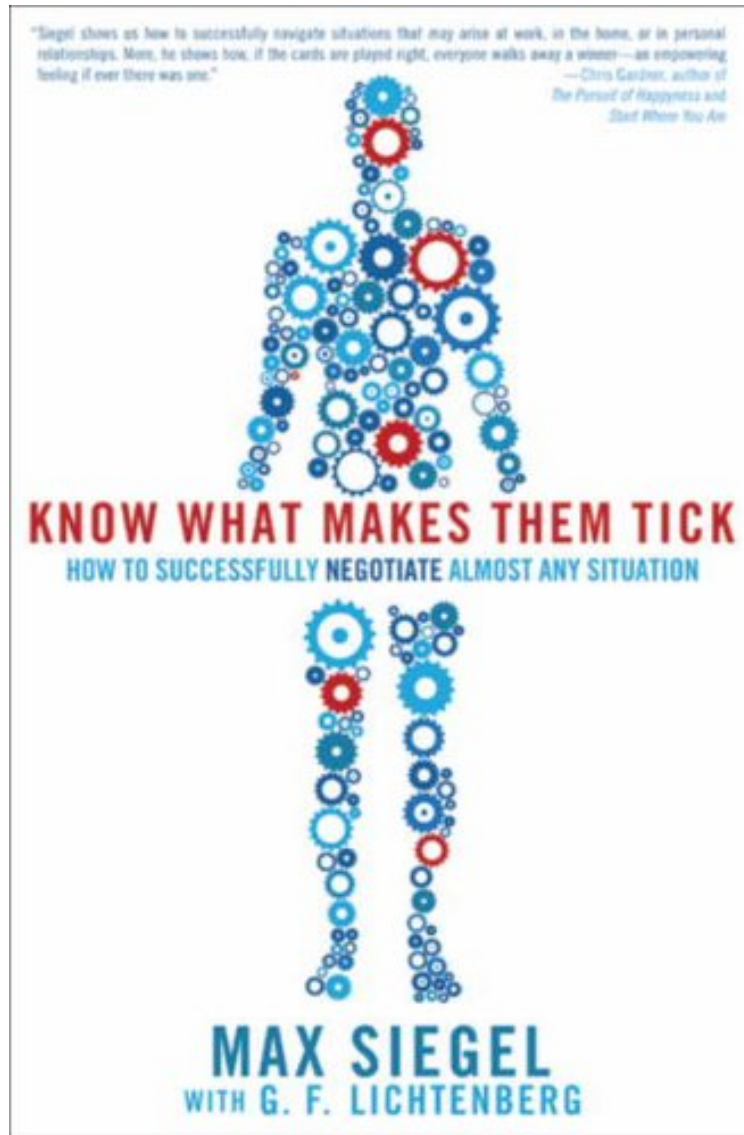


[E-BOOK] Know What Makes Them Tick: How to Successfully Negotiate Almost Any Situation

Know What Makes Them Tick: How to Successfully Negotiate Almost Any Situation

Max Siegel, G.F. Lichtenberg

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Max Siegel, G.F. Lichtenberg : Know What Makes Them Tick: How to Successfully Negotiate Almost Any Situation before purchasing it in order to gauge whether or not it would be worth my time, and all praised Know What Makes Them Tick: How to Successfully Negotiate Almost Any Situation:

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knowledge and to truly treat other how you would want them to treat you. 2 of 3 people found the following review helpful. "not where you are, where you want to be" By cbMax Siegel encompasses the qualities from which legends are made. His struggles, perseverance, and determination sets him apart even from the few who are in his league. So, it is fitting that this book is legendary and set apart from others. He writes a manual to those who want to succeed in the general sense of the word but he specifically breaks down what is to be his anecdotes with clear concise real life examples of how they helped him and can help you. Max Siegel has always been an inspiration to me even when he gave me the opportunity at 17 to work for him when I was in high school. He had his own law firm, management company and studio at the time. He was my hero. A mentor who advised through example. Just like he said in the book that his father gave him his first rule in becoming the success he is today, he gave me the opportunity and platform to pursue my dreams and continue the gift of paying it forward I received from him. Currently, I teach in NYC public high school and I am so happy that this book is now available because the read is relevant to know my students and I know they will enjoy it and learn from it. The ability to show how struggle does not determine your outcome but it develops your success is a huge lesson for anyone. I know that my students will benefit just like I have from this book by Max Siegel because we all have to realize that is not where we are that is important but where we want to be. Max has given a gift to my students and the world that out of tragedy comes triumph and you are the captain of navigating that victory. Buy Know What Makes Them Tick, read it and share it. It will enrich your life journey. 0 of 0 people found the following review helpful. Excellent Novel By Demar F. Lewis IV Excellent novel. Timeless wisdom for people of all ages! Great for mentor programs and students alike. A MUST READ for people who want to achieve personal and professional success

"Siegel shows us how to successfully navigate situations that may arise at work, in the home, or in personal relationships. More, he shows how, if the cards are played right, everyone walks away a winner— an empowering feeling if ever there was one." — Chris Gardner, author of *The Pursuit of Happiness* and *Start Where You Are* "Winners attract winners and smart leaders attract smart followers. If you want to grow both personally and professionally, then join the winners and leaders who find wisdom with Max Siegel." — Chuck Wielgus, CEO of USA Swimming From highly innovative and successful business executive Max Siegel comes a straightforward and original self-help book that will give readers the upper hand in almost any kind of negotiation process.

From Publishers Weekly Siegel, CEO of a sports and music media platform company, shares nine principles for personal and professional advancement centered on figuring out what makes someone else "tick," what motivates them, and what they value, need, and want. To really succeed at negotiation, according to Siegel, it is necessary to determine how the other players define success. This principle lays the foundation for his subsequent maxims— appreciating coworkers and competitors, using your outsider advantage, and "gathering your inner circle." By peppering each tip with multiple stories from his long and varied career and challenging personal life, Siegel follows through on his eighth rule— remember who you are and how you got to where you are. He freely admits his mistakes and pulls no punches in this lucid and very readable guide to winning at home and at work. Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "Working with Max closely for over a decade, I have benefited personally from the treasures in this book—and I am a walking testimony to its real-life benefits." From the Back Cover Max Siegel started with none of the obvious advantages, yet again and again he built mutually beneficial partnerships—with peers, mentors, and industry leaders—that took him to the heights of professional and personal achievement. He's managed some of the world's top recording artists, ballplayers, and race-car drivers, and helped run some of the top organizations in sports and entertainment. Now he's sharing his method for connecting with people, whatever their differences. The secret, Siegel says, is to know what makes others tick, be it financial security, devotion to family, or a vision of a better world. He shows how to encourage people to share these hidden motivations, and how to find the overlap between their goals and yours. The nine universal rules outlined in *Know What Makes Them Tick* include: See Where You Want to Be, Not Where You Are Find Your Ambassadors Show What's in It for Them Readers will learn practical strategies for negotiating the challenges in every part of life, whether motivating colleagues to be more productive, finding a market for their product, or uniting a divided family. Siegel's is a unique and powerful approach that anyone can use.