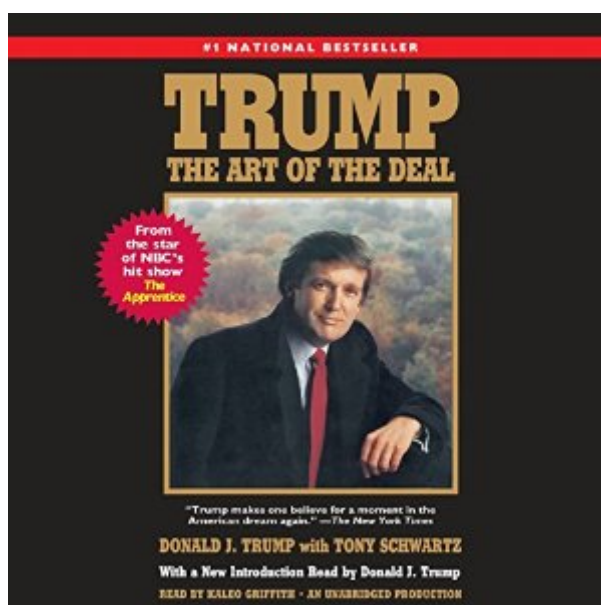


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# Trump: The Art Of The Deal



## Synopsis

Presumptive Republican presidential nominee Donald J. Trump lays out his professional and personal worldview in this classic work - a firsthand account of the rise of America's foremost deal maker. "I like thinking big. I always have. To me it's very simple: If you're going to be thinking anyway, you might as well think big." (Donald J. Trump) Here is Trump in action - how he runs his organization and how he runs his life - as he meets the people he needs to meet, chats with family and friends, clashes with enemies, and challenges conventional thinking. But even a maverick plays by rules, and Trump has formulated time-tested guidelines for success. He isolates the common elements in his greatest accomplishments; he shatters myths; he names names, spells out the zeros, and fully reveals the deal maker's art. And throughout, Trump talks - really talks - about how he does it. Trump: The Art of the Deal is an unguarded look at the mind of a brilliant entrepreneur - the ultimate listen for anyone interested in the man behind the spotlight.

## Book Information

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## Customer Reviews

"Trump, who believes that excess can be a virtue, is as American as Manhattan's skyline," wrote George Will in the 1980's. Regardless of whether you think Donald Trump as a symbol of American success, or you think he's an annoying, chest-pounding egomaniac with bad hair, this book will show you what it took for him to build up his empire. The book shows Trump doing what he does best -- boldly making big deals -- during the "greed is good" decade of the 1980's. I found it interesting to see how much of his current empire he had built up before his 40th birthday, and to understand how he pulled off various deals. The majority of the book is a swashbuckling, detailed

history of his biggest projects. He talks about all the details, from negotiating with landholders, arguing about zoning with city officials, lining up contractors, interviewing architects, dealing with partners in various projects, negotiating with banks to line up financing, and the like. Trump also devotes a couple chapters to his background. He was the son of a successful developer of rent-controlled & low-income housing in Queens and Brooklyn, NY. He was a mischievous, aggressive kid (he once punched a teacher), and was sent military school during his high-school years. He started college at Fordham in the Bronx, NY, to be close to home, but then then transferred to the Wharton Business School (at the University of Pennsylvania) because he liked its entrepreneurial emphasis. Shortly after college, he worked with his father to buy a troubled apartment complex in Cincinnati, which he fixed it up and sold for a multi-million dollar profit.

Donald Trump has become arguably the world's best-known real-estate icon. He has undoubtedly worked hard for the honor. Trump routinely wakes up at 6AM, at which time he reads the morning papers before arriving to work by 9AM. He'll make anywhere from 50 to 100 phone calls daily, and will hold a dozen or so impromptu 15-minute meetings throughout the day. But Trump's work ethic is only part of the reason why he has come to define the quintessential real estate mogul. Donald Trump provides for our benefit his eleven Trump Cards of success. They include thinking big, protecting the downside, maximizing options, knowing your market, using leverage, enhancing your location, getting the word out through a public relations/marketing campaign, fighting back, delivering the goods, controlling costs, and having fun. Yet even these Trump Cards fail to fully illuminate what it is that makes Trump so successful. A great deal of Trump's success can be traced back to his father who built and sold homes throughout New York City, most prominently in Jamaica Estates. Donald would learn on the job from a young age about managing costs and putting together a working symphony of various real estate professionals. After transferring from Fordham University to the University of Pennsylvania to complete his undergraduate degree in business administration, Donald and his father bought Swifton Village in 1968, a 1200-unit FHA apartment complex in Cincinnati, Ohio. While the scope of a 1200-unit apartment complex may seem unfathomable to many, for Donald it was just the beginning. These formative years convinced Trump to look beyond NYC and take the next progressive step, which for him was to develop commercial real estate in Manhattan and later casinos in Atlantic City.

Before picking up this book, I knew next to nothing about Donald Trump. I've never been interested in celebrity gossip. All I knew about Trump was that he is a billionaire who had made his fortune in

real estate and that he is something of a celebrity. I knew that he has his share of fans and critics, but I was neither of them. In other words, I had no preconceived notions about that man. After reading this book, I formed a positive image of him, but I also acknowledge that I should read something written by his critics to form a balanced opinion. However, what I think about Donald Trump as a person is not all that important because *The Art of the Deal* is not about Donald Trump per se. Those who are looking for Trump's biography or who hope that he will reveal in this book some juicy details about his private life will be disappointed. *The Art of the Deal* starts with one short chapter about his life, and then it goes on to talk about his various business endeavors. Nor does the book say much about his private life. Not that there is much to talk about. From what I read, he is a workaholic and consummate professional who does not have much in terms of private life. Be also advised that *The Art of the Deal* came out in 1987. If you want information about what was happening with Donald Trump in the past 26 years, look elsewhere. So just what exactly is this book about? It's about his business projects, as well as his business and life philosophy. Each chapter tells the story of one of his more grandiose projects. I have little interest in business and none whatsoever in real estate, but, nevertheless, I did find the book to be very interesting.

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