



Negotiate This!: By Caring, But Not T-H-A-T Much

Herb Cohen

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With his extensive negotiating experience and unique presentation style, Herb Cohen is internationally renowned as someone who can quickly grasp both sides of an issue and get the most for his client out of a difficult negotiation. His advice? Simple, says Herb, I carebut not that much! In NEGOTIATE THIS!buoyed by his signature humorous and self-deprecating styleHerb Cohen explains how readers can learn powerful yet subtle negotiating ploys to help them in their businesses, careers, and even family relationships. As Herb says, Negotiation is the game of life.

Negotiate This!: By Caring, But Not T-H-A-T Much Details

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Asparagus says

Listened to audiobook. First half is interesting and entertaining, lots of advice with personal stories to back up his claims. Second half is mainly pontificating and lecturing, with only a few examples to back it up. He should've ended this book earlier.

Susan Campbell says

Sadly I had to stop reading this book at chapter V of XII. This is by far the worst book I have ever read, regardless of the subject matter. I tried to push through and finish this book just because I started it. But, honestly it is a grand waste of my time.

I am happy that I read this book as far as I did though I know I will never get back my valuable time. At least now I know to stay away from Herb Cohen at all cost.

The best part of the book is the title: "Negotiate This! By caring, But not T-H-A-T much." Chapter 1 was mostly spent explaining this concept and though self explanatory I did not mind this at all.

He completely lost and frustrated me when he started to drone on about his many experiences negotiating big deals like: 1)The Seizure of the Japanese Embassy in Lima 2)The Iranian Hostage Crisis etc. I love examples, but Herb Chen uses them poorly, goes off tangent, and make no sense with them because though he gives the scenarios he does not use them to show the negotiation principles or even link the examples back to his point to make them stronger or more comprehensible. It seemed he really intended on writing an autobiography of his life, which has nothing to do with negotiation.

His other illustrations and meanderings about Religion and politics are appalling. He spent a lifetime on Moses to show how Moses negotiated with God. For the most part, as a Christian, I found his sarcasm and ignorance on the subject matter very insulting. He then moves on to politics and I must say I am not a quitter but he almost discouraged me from ever wanting to read another book.

This book is filled with useless examples and stories that the author uses to fill the pages of his book. That's the best way I can put it. This book is more about Herb Cohen (A very unfocused, all over the place man than it is about negotiation)

If you want to fall out of love with reading, then read Herb Cohen's books. It will frustrate you to pieces.

Recommendation to Herb Cohen: Read any of Robert Greene's books to see the proper use of example and illustrations

Balearicreader says

I had high hopes when I picked up this book. Maybe it is just that, the difference between my expectation and the end result, that has lead me to give such a poor rating.

This book dragged on, like a bad movie. It had the potential to really be a good book that stayed on topic, negotiation, but it turned out to be a never ending story telling like lecture consisting primarily of fillers. It was as if the author had to write a certain number of pages, and did what so many of us have done before when trying to complete a research paper.

He could have left out the endless stories of the old testament, and his personal family matters. The reader picks up the book in order to hopefully learn the basic art of negotiation, but the end result is similar to the feeling after hearing a long boring story from a grandparent. Sure, you pick up a thing or two, but you could have picked up the knowledge you get out reading this entire book in a well written 2 page summary. You learn a bit regarding how to present yourself during a negotiation, but not T-H-A-T much.

Ludmila says

I enjoyed very much this book. It is a easily to read book, but full of determination. After reading it I realised that being more detached brings value to yourself.

Ivan says

Quite an entertaining journey through the perils of negotiations. Herb Cohen is a smooth operator whose self-deprecation overshadows any hint of ego. His suggestion to not take negotiations too seriously, not care T-H-A-T much and to take it easy regardless of how much is at stake is a refreshing thought in this pressure-packed world. I recommend this book for anyone looking for a light introduction to the study of negotiations.

Best line: "Learning negotiation solely by reading a book is like making love via e-mail. Thus, get out there and dare to begin."

Lisa says

Just could not get into this one. I've tried twice, but perhaps 3rd times a charm!

Jos says

Herb Cohen has made his profession and reputation as a excellent negotiator, even been selected by the US president to provide council in negotiations with the US hostages in Iran and other high profile cases.

This book is a collection of thoughts, and probably of scripts of his conference speeches, as they wander from one topic to the other, including Old testament chapters.

The summary at each chapter is the essence of his knowledge he wants to part to his readers.

I will not provide all conclusions, only the last one:

"My explicit theme throughout has been the value of detaching ourselves from immediate desires. For a compelling or overwhelming need will not produce a good deal. As Alexis de Tocqueville cautioned: "Never abandon mature design to gratify a momentary passion."

With all due respect, learning negotiation solely by reading a book is like making love via e-mail."

Chris says

My favorite all time business book!

"If you see all problems as a nail your only solution is a hammer."-Cohen

Cuauhtemoc says

I think this is not the best of Cohen's books. He gives few tips about negotiating and a lot of tips about common sense; well, after all that might be the process of negotiation in reality. Anyway I think he has had better titles. In addition this book is biased to the US side when he addresses international negotiation. I wanted to read a "negotiation book" not a "patriotic book".

At least for me, this is not a keeper.

Scott Stevenson says

Not completely satisfied with this book. Was more of a story-telling novel than anything. He does make a few good points about negotiating but the book in essence should only be 1/4 of the length it actually is. He even goes so far as placing a subchapter about terrorism in a chapter about raising children. Interesting.

Colleen says

Smart, poignant and practical. From the Bible to politics to show business to parenting, the author shares and captures the art to deal-making and negotiating.

Nick says

I was afraid this would be identical to the author's previous book. In reality it built on the lessons from it instead. Great tips how to successfully negotiate, while using enough humor to keep the topic from feeling dry.

Kurt says

Cohen is the author of "Everything Is Negotiable." He's become more of a celebrity than negotiator of late. Good historical analysis of international event negotiations like the Iran hostage crises and Bill Clinton's failed mideast peace efforts.

Way too much religious analysis.

Emil says

If you know herb, this is a book that is in his typical style (of negotiating). And if you don't, you'll get to know him. He has a lot of good advice here. His book is not meant to be as an exhaustive course: some points are touched just like bullet points, but some ideas are well described. Some say maybe too well. It is good as a supplement to a negotiation 101 course, or as a complement to such an interest.

Matt says

Fantastic book. I listened to a version read by the author and that is the way to go. Mr Cohen is funny, disarming and incredibly skillful in his art form. Truly a good guide to put new perspective on situations and how to get an edge when you may not think its possible. I'll most definitely listen to this one again down the road.
