



Bill Adler's
***How to Negotiate Like a Child:
Unleash the Little Monster Within
to Get Everything You Want***

has been selected by The Houston Chronicle as one of the ten “most significant business titles of 2005”

The world's best negotiators are children. But as we transform into adults, we forget many of the exceptionally effective negotiation techniques that we used when we were decades younger.

How to Negotiate Like a Child, published by Amacom, shows you how to tap into and make use of these techniques in the grown-up business world. Here are some of the techniques covered:

- Ask the person who's most inclined to say “yes”
- Play one side against the other
- Get sympathy
- Take your time
- Change the rules
- Wear the other side down
- Turn the negotiations into a game
- Act irrationally
- Worry the other side that you might be sick
- Make weak promises
- Win through cuteness
- Take your toys and go home
- Throw a tantrum

Angelic. Sweet. Affectionate. These are the words that come to mind when we think of children. But there's another set of words that applies equally well to children: Stubborn. Determined. Manipulative. And winners. With *How to Negotiate Like a Child* you can be a certain winner, too.

Bill Adler is the author of numerous books, including the bestselling *Outwitting Squirrels*. His other books include *Outwitting Neighbors*, *Outwitting Clutter*, *Outwitting Toddlers* and *Boys and Their Toys: Understanding Men by Understanding Their Relationships with Their Gadgets*. Of Bill Adler's *Outwitting Squirrels*, Rosie O'Donnell said, “Bill Adler is my hero.”

He graduated from Wesleyan University and received his MA in International Relations from Columbia University. Bill Adler is a private pilot. He lives with his wife and two daughters in Washington, DC.

To negotiate your own review copy or to arrange an interview with Bill Adler, call 202-986-9275 or email child@email.netmails.net. For more about Bill Adler and *How to Negotiate Like a Child* visit www.adlerrobin.com.