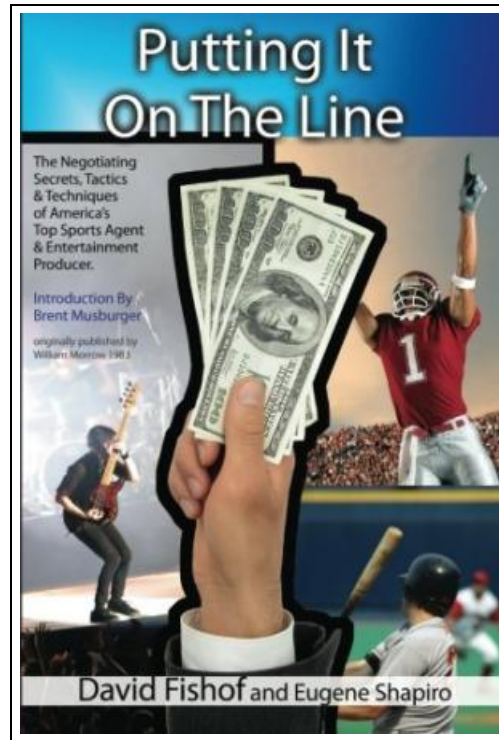


## Putting It on the Line



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CreateSpace Independent Publishing Platform. Paperback. Condition: New. This item is printed on demand. 220 pages. Dimensions: 8.9in. x 6.0in. x 0.6in. PUTTING IT ON THE LINE The Negotiating Secrets, Tactics and Techniques of Americas Top Sports Agent and Entertainment Producer. Introduction by BRENT MUSBURGER Originally published by William Morrow 1983 DAVID FISHOF has negotiated some of the biggest deals in professional sports, and though he is still in his mid-twenties, his client list includes, Lou Piniella, Vince Ferragamo, Jack Reynolds, Phil Simms, Ron Jackson and other sports and entertainment stars. PUTTING IT ON THE LINE reveals how Fishof negotiates for his clients, and offers solid advice on how to succeed in the negotiations we all encounter. How does Fishof do it How does he get along with an no-nonsense businessman like George Stienbrenner in the afternoon and then go out on the town with a good ol boy like Hacksaw Reynolds the same night Fishof doesnt score points by bullying. Instead, he recommends respect for the other guys needs, a clear understanding of the limitations of any negotiation, and a gentlemanly approach to every business deal - and he shows how these methods work for you. The book is filled with fascinating true stories about Fishofs negotiations - the infamous weight clause that required Lou Piniella to come to spring training at under two hundred pounds or face a Stienbrenner-imposed fine; the 750, 000 contract for Vince Ferragamo to play in the Canadian Football League (and the intricate dealing with the Los Angeles Rams that this ground-breaking contract involved); and the peculiarities of the endorsements business, that peculiar juncture of sports and entertainment. All of these negotiations are discussed in detail so that you can see how negotiating works in the big leagues. Filled with sparkling anecdotes and good advice, this is a funny...



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