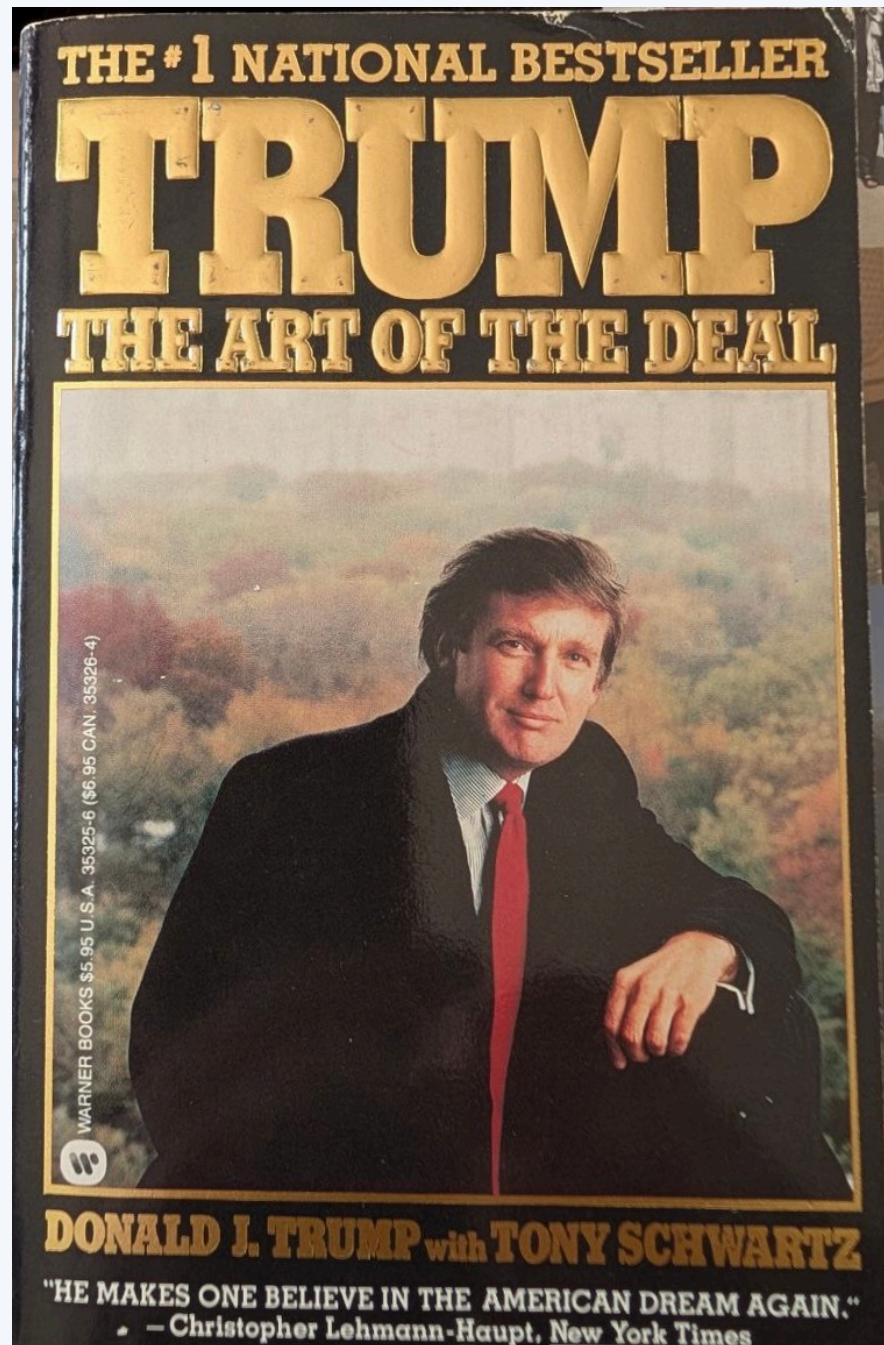


# THE ART OF THE DEAL



Advice from the current US President on how to negotiate  
as cited in his book from 1987, Warner Books, NY

Trump Cards:  
The Elements of the Deal

**Think Big**

# Trump Cards: The Elements of the Deal

**Protect the  
Downside and the  
Upside will take  
care of Itself**

Trump Cards:  
The Elements of the Deal

**Maximize  
your  
options**

Trump Cards:  
The Elements of the Deal

**Know your  
market**

Trump Cards:  
The Elements of the Deal

**Use your  
Leverage**

Trump Cards:  
The Elements of the Deal

**Enhance  
your  
Location**

Trump Cards:  
The Elements of the Deal

**Get the  
Word Out**

Trump Cards:  
The Elements of the Deal

**Fight Back**

Trump Cards:  
The Elements of the Deal

**Deliver the  
Goods**

Trump Cards:  
The Elements of the Deal

**Contain the  
Costs**

Trump Cards:  
The Elements of the Deal

**Have Fun**