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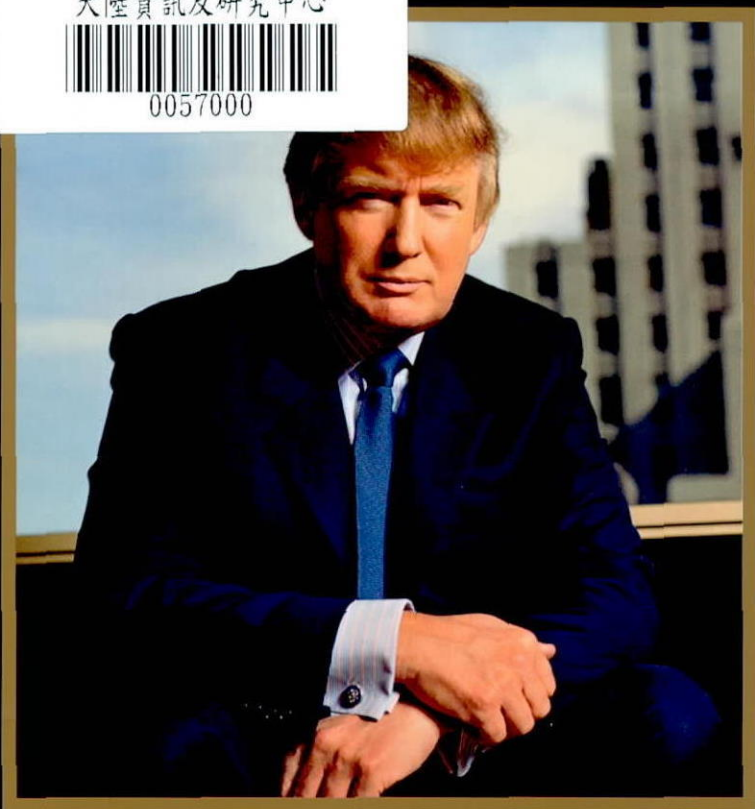
# TRUMP

## THE ART OF THE DEAL

大陸資訊及研究中心



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“Trump makes one believe for a moment in the American dream again.” —*The New York Times*

**DONALD J. TRUMP** with **TONY SCHWARTZ**

**"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 business and how he runs his life – as he meets the people he needs to meet, chats with family and friends, clashes with enemies, and changes the face of the New York City skyline. But even a maverick plays by rules, and Trump has formulated eleven guidelines for success. He isolates the common elements in his greatest deals; 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 and an unprecedented education in the practice of deal-making. It's the most streetwise business book there is – and the ultimate read for anyone interested in making money and achieving success, and knowing the man behind the spotlight.

**"Donald Trump is a deal maker. He is a deal maker the way lions are carnivores and water is wet."  
– CHICAGO TRIBUNE**

**"Fascinating . . . wholly absorbing . . . conveys Trump's larger-than-life demeanor so vibrantly that the reader's attention is instantly and fully claimed."  
– BOSTON HERALD**

**"A chatty, generous, chutzpa-filled autobiography."  
– NEW YORK POST**

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