



Know What Makes Them Tick: How to Successfully Negotiate Almost Any Situation

By Max Siegel, G.F. Lichtenberg

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“Siegel shows us how to successfully navigate situations that may arise at work, in the home, or in personal relationships. More, he shows how, if the cards are played right, everyone walks away a winner—an empowering feeling if ever there was one.” — Chris Gardner, author of *The Pursuit of Happiness* and *Start Where You Are*

“Winners attract winners and smart leaders attract smart followers.... If you want to grow both personally and professionally, then join the winners and leaders who find wisdom with Max Siegel.” — Chuck Wielgus, CEO of USA Swimming

From highly innovative and successful business executive Max Siegel comes a straightforward and original self-help book that will give readers the upper hand in almost any kind of negotiation process.

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Editorial Review

From Publishers Weekly

Siegel, CEO of a sports and music media platform company, shares nine principles for personal and professional advancement centered on figuring out what makes someone else "tick," what motivates them, and what they value, need, and want. To really succeed at negotiation, according to Siegel, it is necessary to determine how the other players define success. This principle lays the foundation for his subsequent maxims—appreciating coworkers and competitors, using your outsider advantage, and "gathering your inner circle." By peppering each tip with multiple stories from his long and varied career and challenging personal life, Siegel follows through on his eighth rule—remember who you are and how you got to where you are. He freely admits his mistakes and pulls no punches in this lucid and very readable guide to winning at home and at work.

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Review

"Siegel shows us how to successfully navigate situations that may arise at work, in the home, or in personal relationships. More, he shows how, if the cards are played right, everyone walks away a winner—an empowering feeling if ever there was one." (Chris Gardner, author of *The Pursuit of Happiness* and *Start Where You Are*)

"Working with Max closely for over a decade, I have benefited personally from the treasures in this book—and I am a walking testimony to its real-life benefits." (Kirk Franklin, Seven-Time Grammy Award Winner)

"In a world of constant distraction and pointless conflicts, *Know What Makes Them Tick* shows you how to find the clarity to pursue the vision that matters most, and to share that vision with those who can help make it a reality." (Ken Mok, television producer, *America's Next Top Model*)

"Who is this book for? Anyone who wants to make a difference." (Bob Johnson, founder of Black Entertainment Television, chairman of The RLJ Companies, and owner of the Charlotte Bobcats)

"Max Siegel was part of the inner circle that helped to shape our careers. . . For anyone who's ever wished for a Siegel to represent him or her, it's all right here in *Know What Makes Them Tick*." (Tony Gwynn, Eight-time National League Batting Champion, Baseball Hall of Fame; and Alicia Gwynn, Philanthropist)

"When Max speaks, people listen . . . and when Max writes, people read and learn. If you want to grow both personally and professionally, then join the winners and leaders who find wisdom with Max Siegel. (Chuck Wielgus, CEO of USA Swimming)

From the Back Cover

Max Siegel started with none of the obvious advantages, yet again and again he built mutually beneficial partnerships—with peers, mentors, and industry leaders—that took him to the heights of professional and personal achievement. He's managed some of the world's top recording artists, ballplayers, and race-car drivers, and helped run some of the top organizations in sports and entertainment. Now he's sharing his method for connecting with people, whatever their differences.

The secret, Siegel says, is to know what makes others tick, be it financial security, devotion to family, or a vision of a better world. He shows how to encourage people to share these hidden motivations, and how to find the overlap between their goals and yours.

The nine universal rules outlined in *Know What Makes Them Tick* include:

- See Where You Want to Be, Not Where You Are
- Find Your Ambassadors
- Show What's in It for Them

Readers will learn practical strategies for negotiating the challenges in every part of life, whether motivating colleagues to be more productive, finding a market for their product, or uniting a divided family. Siegel's is a unique and powerful approach that anyone can use.

Users Review

From reader reviews:

Eric Ray:

Have you spare time for a day? What do you do when you have considerably more or little spare time? Sure, you can choose the suitable activity for spend your time. Any person spent all their spare time to take a walk, shopping, or went to the particular Mall. How about open or read a book allowed Know What Makes Them Tick: How to Successfully Negotiate Almost Any Situation? Maybe it is for being best activity for you. You already know beside you can spend your time with your favorite's book, you can smarter than before. Do you agree with it has the opinion or you have some other opinion?

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Patricia Koop:

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