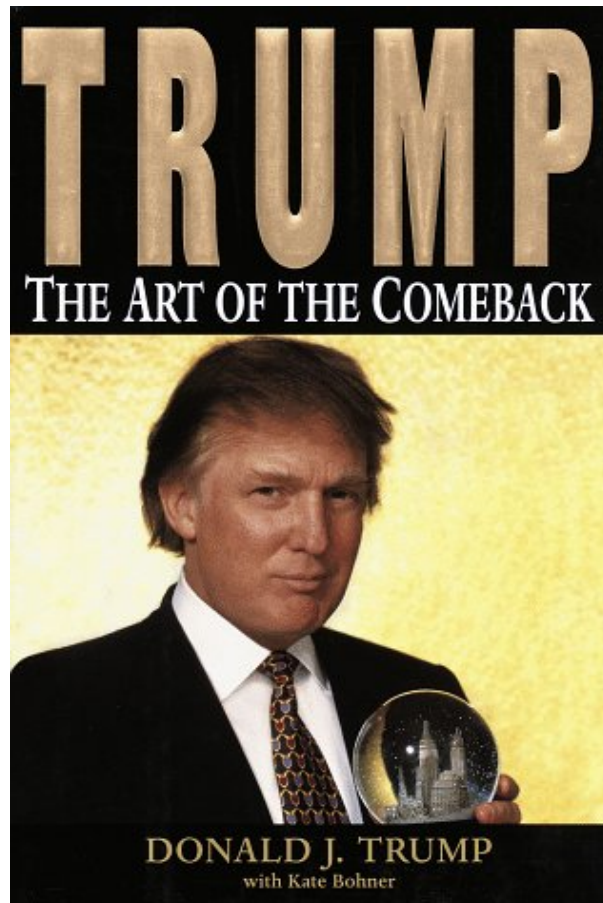
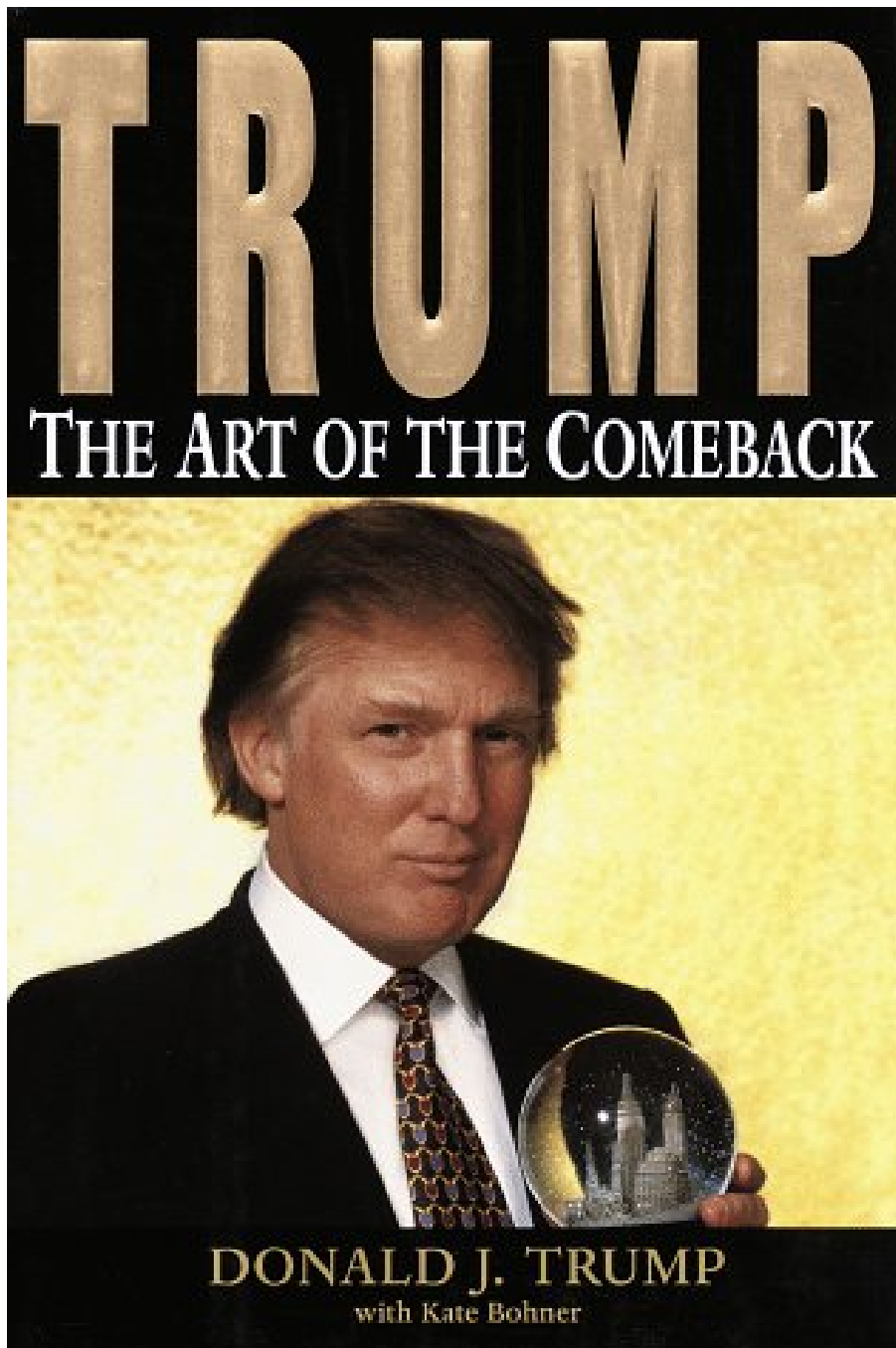


# **TRUMP: THE ART OF THE COMEBACK BY DONALD J. TRUMP, KATE BOHNER**



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## Amazon.com Review

Does the world really need another book by or about Donald Trump? Surely his previous tomes about getting to the top, surviving at the top, and falling from the top--not to mention the innumerable magazine covers and tabloid stories detailing his rather sordid personal life--have sated the public's taste for "The Donald." Just in case this isn't so, however, Trump has given us yet another paean to himself: *Trump: The Art of the Comeback*. If you really care to know what Trump thinks about Howard Stern, Geraldo Rivera, or Carl Icahn--or his deep understanding of women--he's happy to tell you. If you thrill to accounts of financial takeovers and mano a mano encounters in boardrooms and on golf courses, this is the book for you.

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Trump's story begins when many real estate moguls went belly-up in what he calls the Great Depression of 1990. Trump reveals how he renegotiated millions of dollars in bank loans and survived the recession, paving the way for a resurgence, during which he built the most successful casino operation in Atlantic City, broke ground on one of the biggest and most lucrative development projects ever undertaken in New York City, and outsmarted one of South America's richest men for rights to the Miss Universe pageant.

Blunt, outrageous, smart as hell, and full of hilarious stories--check out his chapter "The Art of the Prenuptial Agreement"--Trump tells it like it is: the women in his life; the wild and woolly deals; negotiating tactics; his investment philosophy; and his strategy for success or coming back from adversity.

Whether you love him or hate him, one thing is certain about Donald Trump: He is a true American original, with great instincts and billion-dollar dreams. The Art of the Comeback is Trump at his best--unpredictable, irreverent, and irrepressible.

- Sales Rank: #31431 in Books
- Brand: Times Books
- Published on: 1997-10-27
- Released on: 1997-10-27
- Ingredients: Example Ingredients
- Original language: English
- Number of items: 1
- Dimensions: 1.04" h x 6.40" w x 9.59" l,
- Binding: Hardcover
- 244 pages

## Features

- Great product!

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#### Most helpful customer reviews

6 of 7 people found the following review helpful.

Winners gonna win, win, win

By Sean W

Loved this book. Having passed my 40th year in business in 2014 and also having grown up the son of a real estate developer I can appreciate Trumps accomplishments with perhaps more insight than the average wage earning person.

I don't necessarily agree with everything he says and does. He makes mistakes like all of us but he has a highly developed ability to turn his mistakes into money, success, and increased safety. I don't know if he personally recognizes this trait, along with his ability to bring out the best in the people he makes connections with.

I appreciated his honesty as he relates a little of the ugly side of his recovery, the shouting, the swearing, the tactics he used to prevent the nay sayers from burying him. He simply says that he would not be comfortable putting everything he did to turn things around in print. Clearly he saw such departures from his best self as a necessary ingredient in order to prevent a worse disaster for him and his family.

When you are making a comeback you'll be desperate at times. You'll do things that you deem necessary. Trump makes the point that nobody will ever fight as hard for your success as you. You alone are the deciding factor whether you recover or die. If you die it's either quick or a slow pathetic painful death. Trump does not mention these things outright but his book is filled with examples, cover to cover, of what to avoid, and also alludes to the alternatives if you don't pull it off.

It's a strong book about the principles of success, which really are no different when making a comeback, but he positions his many success stories within the context of his recovery from almost a billion in debt to multiple billions in equity. Not an easy task to accomplish considering the devastation that was the NY tax disaster of the early 90's. Trump refers to it as a depression second only to The Great Depression. Having seen the numbers I'd have to agree.

Trump's relentless pursuit of a thriving lifestyle has never been terribly popular among the masses but he

challenges us all to higher levels of excellence even in the middle of your greatest life disasters.

3 of 4 people found the following review helpful.

Anyone Who Says Trump Isn't Ready To Be President Is In Denial

By James R. Holland

Donald Trump is one of the most prepared candidates for President that the USA has ever been blessed to have in the running. He is almost a throwback to the Founding Fathers of the nation. He is exactly the kind of successful citizen and freedom loving Patriot that those same Founding Father's hoped would come to Washington and serve two terms and then return to their private life.

Frankly, this reviewer was stunned at how good a writer and communicator that Trump really is. In fourteen concise chapters Trump tells the story of his battle to come back from a collapsing business and real estate industry. The book provides another telling of Trump's method of bargaining. His negotiating style is clearly spelled out. Anyone who reads this book will understand what the media claims is rash statements and pie-in-the-sky promises. Combine his negotiating methods of operation with the flare and self-promoting tactics of boxer Cassius Marcellus Clay, Jr. before he changed his name to Muhammad Ali and converted to Islam.

Everyone was fascinated by Ali's ridiculous poetry and "I am the Greatest" claims as he danced around the floor waving his arms while taunting his opponents with shouts of "I float like a butterfly and sting like a bee."

It may be hard to imagine Trump as a white Muhammad Ali but their flamboyant styles and purposefully exaggerated claims are identical. Ali illustrates the flashy show business side of Trump's approach.

"Trump's Top Ten Comeback Tips" are right on target and a wonderful way to accomplish goals even though they too have to be taken with a grain of salt because they can seem ridiculous if you don't see how he has applied them throughout his life. Imagine Cassius Clay yelling them as he circles his prey and moves in for the sting.

Contrary to political opponent's claims, Trump loves women and not just beautiful ones. He knows that they are the stronger sex in every way and doesn't hesitate to give examples of that in this book. "I began to realize that women are far stronger than men. Their sex drive makes us look like babies. Some women try to portray themselves as being the weaker sex, but don't believe it for a moment."

"Part of the problem I've had with women has been in having to compare them to my incredible mother, Mary Trump. My mother is smart as hell. I remember once, a long time ago, my sister Maryanne, a highly respected federal judge in New Jersey, told me that my mother is one of the smartest people she ever met. At the time it didn't make much of an impact on me, but I didn't really understand why she said it. All I knew was that my mother was a really great homemaker and wife to my father, Fred—a wonderful guy not the easiest person to be married to.... but now I fully understand why Maryanne made that statement, and it is 100 percent true."

As Trump goes through 14 chapters of learning examples from his difficult times it becomes obvious that he is both super smart and keeps a loyal staff around him to make certain he doesn't take any rash action without having thought it through. He was very well prepared for every step he made in his businesses. He was almost never caught by surprise and on those rare occasions when he was surprised it was a pleasant surprise like what happened with the bought 40 Wall Street. He bought that very wonderful building in the best NYC location that the owners had so poorly managed that they sold it to Trump for only a million dollars. They also insisted he take responsibility for all the existing construction liens since the sellers

couldn't wait to leave New York.

Trump eventually negotiated with all the contractors and ended up getting several million dollars returned to him. So...he didn't pay a million dollars for 40 Wall Street he was paid several million dollars just to buy it. He also managed to get the land lease extended from the remaining 63 years to over 200 years. The leaseholders were also happy with the new lease because it resulted in more money for them. The tenants were happy because the leaseholder now allowed banks to finance the individual tenant's improvements. He eventually reaped the benefits of huge tax reductions when a new tax law was passed to aid owners of NYC building wishing to upgrade their properties.

Trump is one of the most successful real estate developers in the world. He has had to work with governments all over the planet and has been successful beyond hope. For political critics to say he isn't prepared to be President of the US shows that they are not only in denial, but also stupid if they really believe what they are saying. Trump is supremely qualified to be President and voters can be certain he will continue his habit of surrounding himself with the smartest, best talent available.

This book is surprisingly upbeat and much of the reason for that feeling is that it's obvious that Trump loves America and knows he really can bring back it's greatness and continue to spread freedom around the world.

2 of 2 people found the following review helpful.

Five Stars

By bearlover

Great book. I love it!

See all 54 customer reviews...



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