



Winning with Integrity: Getting What You're Worth Without Selling Your Soul

Leigh Steinberg, Michael D'Orso

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"There really is a Jerry Maguire. Only he's not some schlumpf struggling to make it on a wing and a prayer like Tom Cruise in the movie. . . . His name is Leigh Steinberg, and he's been cultivating a choirboy image for twenty years. He also happens to be the pre-eminent sports agent of our time."

--San Francisco Examiner Magazine

"This is a book about the process of negotiation. Which means that this is a book about life."

Leigh Steinberg is the premier agent in sports. He has negotiated over \$2 billion in contracts for the athletes he represents--who include Troy Aikman, Steve Young, Drew Bledsoe, Kordell Stewart, and Warren Moon--but he has also spent twenty-four years as a sports agent living by a strict personal and professional code of ethics. Steinberg's philosophy of ethical dealings and responsibility is well known in the sports world--and well known to moviegoers as well, because Steinberg's way of doing business was a model for Cameron Crowe's wildly successful film *Jerry Maguire* and the "manifesto" of business ethics that was the premise of the film.

Steinberg has always believed that negotiation is about more than the bottom line: the most successful business dealings are not always the ones that pay the most; they are about balance, perspective, objectivity, and values. A success in business must also be a success in one's own life. And in his book, Steinberg shares the secrets of successful negotiation, breaking the process down into the essential steps, from "Orientation" through "Making the Deal," and giving step-by-step practical and inspirational advice that will get any two people or parties, in any situation, to come to terms.

Full of great inside sports stories and characters, **Winning with Integrity** is an intelligent, insightful, and inspiring guide to the art of negotiation in business and in life--from the most successful businessman in sports.

"It's fashionable now, after the movie, for a lot of agents to talk about heart, but Leigh was the only one talking like that in 1993, when I began research."

--Cameron Crowe, director of *Jerry Maguire*



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Dawn Williams:

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Naomi Dillon:

In this period globalization it is important to someone to find information. The information will make a professional understand the condition of the world. The fitness of the world makes the information better to share. You can find a lot of personal references to get information example: internet, newspaper, book, and soon. You can observe that now, a lot of publisher in which print many kinds of book. The actual book that recommended to your account is Winning with Integrity: Getting What You're Worth Without Selling Your Soul this publication consist a lot of the information with the condition of this world now. This particular book was represented how does the world has grown up. The vocabulary styles that writer use for explain it

is easy to understand. The particular writer made some investigation when he makes this book. That is why this book suited all of you.

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