



Trump: The Art of the Comeback

By Donald J. Trump, Kate Bohner

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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.

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Editorial Review

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.

From Library Journal

Six years ago real estate developer Trump (*Trump: The Art of the Deal*, LJ 2/15/88) was several billion dollars in debt, owing in part, he says, to his complacency and the Tax Reform Act of 1986. Now, thanks to some skillful negotiating, hard work, and luck, he says he is back. Trump's goal for this third book is to provide "inspiration" for almost anyone, and some of his top-ten comeback tips are to play golf, stay focused, be paranoid, get even, and always have a prenuptial agreement. He even includes investment and marital advice he has offered to friends and acquaintances, e.g., "If he doesn't lose the ballbreaker, his career will go nowhere." Trump comes across as smug, crude, and self-impressed, but one remains fascinated with his business acumen. He dislikes shaking hands because it spreads germs and even informs readers to "simply bow" if they ever meet him. Recommended for curiosity seekers. ?Bellinda Wise, Nassau Community Coll. Lib., Garden City, N.Y.
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Review

Trump is forever saying the obvious, as though his perceptions were original or important.... So why bother? Even allowing for hyperbole, Trump makes things happen. His absorbing account of taking ownership of 40 Wall Street, the patriarchal 72-story skyscraper for a piddling \$1 million, leaves one thinking "Oh, so *that's* how it's done." And one has to admire how adroitly he plays his hand on the immense West Side project.... The man combines imagination with muscle. If only he could keep his mouth shut. -- *The New York Times Book Review*, Fred Andrews

Users Review

From reader reviews:

Lori Johnson:

Why don't make it to become your habit? Right now, try to prepare your time to do the important act, like looking for your favorite book and reading a book. Beside you can solve your long lasting problem; you can add your knowledge by the reserve entitled Trump: The Art of the Comeback. Try to the actual book Trump: The Art of the Comeback as your close friend. It means that it can to become your friend when you sense alone and beside that of course make you smarter than in the past. Yeah, it is very fortunated in your case. The book makes you more confidence because you can know every little thing by the book. So , we need to make new experience as well as knowledge with this book.

Matthew Schwartz:

Nowadays reading books be than want or need but also be a life style. This reading addiction give you lot of advantages. The advantages you got of course the knowledge the actual information inside the book which improve your knowledge and information. The information you get based on what kind of guide you read, if you want have more knowledge just go with education and learning books but if you want really feel happy read one together with theme for entertaining for instance comic or novel. The actual Trump: The Art of the Comeback is kind of reserve which is giving the reader unforeseen experience.

Carol Shull:

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Susan Negri:

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