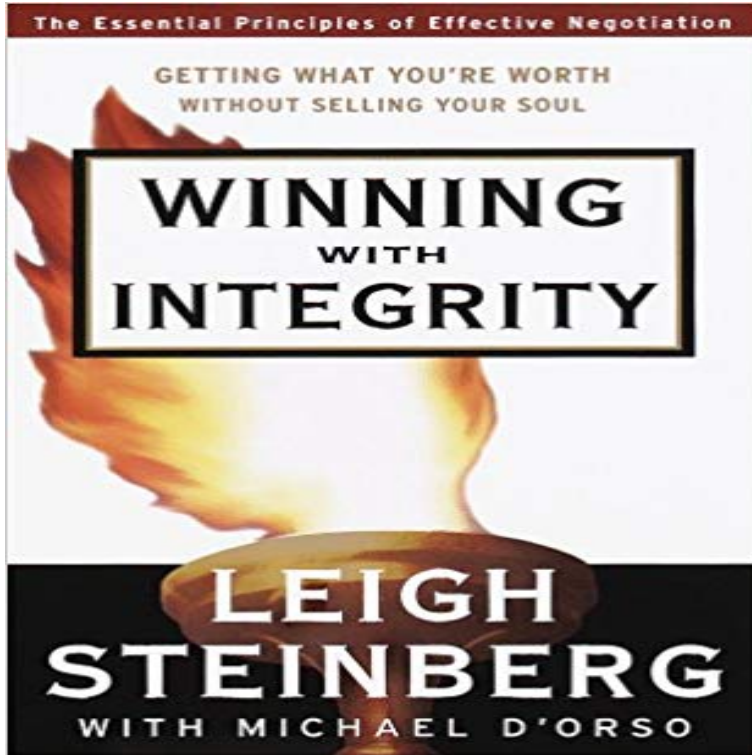


# Winning with Integrity: Getting What You're Worth Without Selling Your Soul



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. Its 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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