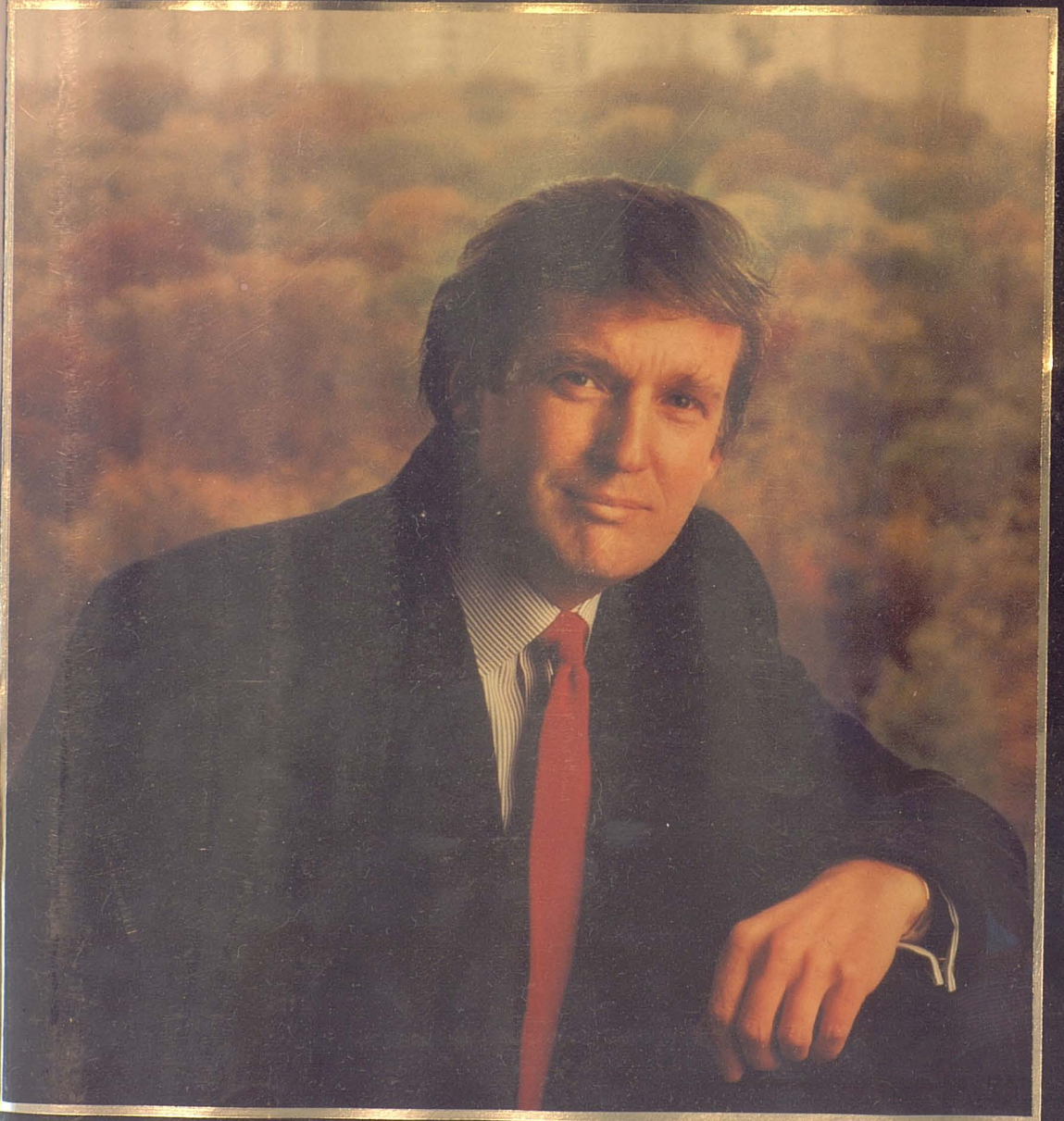


TRUMP

THE ART OF THE DEAL



DONALD J. TRUMP with TONY SCHWARTZ

TRUMP ON TRUMP: "I like thinking big. I always have. To me it's very simple: if you're going to be thinking anyway, you might as well think big."

Here is America's most glamorous young tycoon: the face on the covers of *Fortune*, *Business Week*, and the *New York Times Magazine*, the phenomenon interviewed on *60 Minutes*, today's hottest deal-maker, Donald J. Trump.

And here's how he does it: the art of the deal.

Beginning with a week in Trump's high-stakes life, *Trump: The Art of the Deal* gives us Trump in action. We see just how he operates day to day—how he runs his business and how he runs his life—as he chats with friends and family, clashes with enemies, efficiently buys up Atlantic City's top casinos, changes the face of the New York City skyline...and plans the tallest building in the world.

TRUMP ON TRUMP: "I play it very loose. I don't carry a briefcase. I try not to schedule too many meetings. I leave my door open....I prefer to come to work each day and just see what develops."

Even a maverick plays by rules, and here Trump formulates his own eleven guidelines for success. He isolates the common elements in his greatest deals; he shatters myths ("You don't necessarily need the best location. What you need is the best deal"); he names names, spells out the zeros, and fully reveals the deal-maker's art: from the abandoned

(continued on back flap)

TRUMP

The Art of the Deal

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The Art of the Deal

Donald J. Trump
with **Tony Schwartz**



RANDOM HOUSE
NEW YORK

PUSTAKA PERDANA



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Photographs courtesy Ted Thai/*Time* magazine; Chase Roe; Holland Wemple; Bob Greene/CBS Photo; The White House; Wolfgang Hoyt/ESTO; Gruzen & Partners Architects & Der Scutt, Consulting Architect; Kay Chernush/THE IMAGE BANK; Thomas Victor; and Skyways Surveys, Inc. All others courtesy The Trump Organization.

Library of Congress Cataloging-in-Publication Data

Trump, Donald J., 1946—
Trump: the art of the deal.

1. Trump, Donald J., 1946— . 2. Businessmen—
United States—Biography. 3. Real estate developers—
United States—Biography. I. Schwartz, Tony, 1952—
HC1O2.5.T78A3 1988 333.33'092'4 [B] 87-42663
ISBN 0-394-55528-7

Manufactured in the United States of America

02468B97531

Book Design by Carole Lowenstein



To my parents—Fred and Mary Trump

Acknowledgments

I owe special thanks to several people who made it possible for me to complete this book in the face of my other responsibilities. Ivana Trump, my wonderful wife, and my three children were understanding about the many weekends that I spent working on the book. Si Newhouse first came to me and convinced me to do a book despite my initial reluctance. Howard Kaminsky, Peter Osnos, and many others at Random House have been enthusiastic, energetic supporters of the book.

Tony Schwartz wishes to thank the many people who gave generously of their time, in particular, Robert Trump, Der Scutt, Nick Ribis, Blanche Sprague, Norman Levine, Harvey Freeman, Tony Gliedman, Al Glasgow, John Barry, and Dan Cooper. For typing, photocopying, copyediting, research, and fact checking, thanks to Ruth Mullen, Gail Olsen, Adina Weinstein, Deborah Immergut, and Nancy Palmer. Without Norma Foerderer, sweet Norma, running interference for me, I never could have gotten the time and access I needed. My agent, Kathy Robbins, is the best at what she does, but also much more: editor, cheerleader, confidante. Ed Kosner, the extraordinary editor of *New York*, has long been a source of ideas, inspiration and sage counsel. My children, Kate and Emily, are a joy, a challenge, and an inspiration. My wife, Deborah, is the most supportive person I've ever known, my first editor, my best friend, and—after ten years still the love of my life.

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