



**Ed Brodow** is the world's top spokesman on the art of negotiation. SEC Chairman Harvey Pitt dubbed Ed the "King of Negotiators." Forbes Magazine agreed, ranking Ed as one of the nation's leading dealmakers. Ed is the bestselling author of seven books including the business classic *Negotiation Boot Camp: How to Resolve Conflict, Satisfy Customers, and Make Better Deals*.

Ed has enthralled more than 1,000 audiences in Paris, Milan, Athens, Madrid, Frankfurt, Tokyo, Singapore, Bangkok, Sao Paulo, Bogota, Nairobi, Montreal, Washington, and New York with his high-energy delivery, infectious humor, and practical ideas on the art of negotiation. His client list includes many of the world's most prominent organizations, notably Microsoft, Goldman Sachs, Starbucks, Learjet, Raytheon, AT&T, Hyatt, McKinsey, Ahold Delhaize, Johnson & Johnson, The Gap, Ritz-Carlton Hotels, Revlon, Zurich Insurance, British Aerospace, Google, Exxon Mobil, the IRS, and the Pentagon.

A nationally recognized television personality, Ed Brodow has appeared as negotiation guru on ABC National News, Fox News, PBS, Inside Edition, and Fortune Business Report. Followed by hidden TV cameras in New York, Boston, and San Francisco, Ed proved to American consumers that they have the power to negotiate better deals in department stores and retail malls. His innovative negotiating strategies have been showcased in *The Washington Post*, *Los Angeles Times*, *Wall Street Journal*, *The Globe and Mail*, *Entrepreneur*, *Business Week*, *Smart Money*, *Forbes*, and *Selling Power*.

For more than two decades, Ed's acclaimed Negotiation Boot Camp® Seminars have set the standard for "how to make a deal" in Corporate America. His concept O...

**Ed Brodow**

#### Speech Topics

- ☐ Sales
- ☐ Negotiating
- ☐ Life Balance
- ☐ Customer Service

