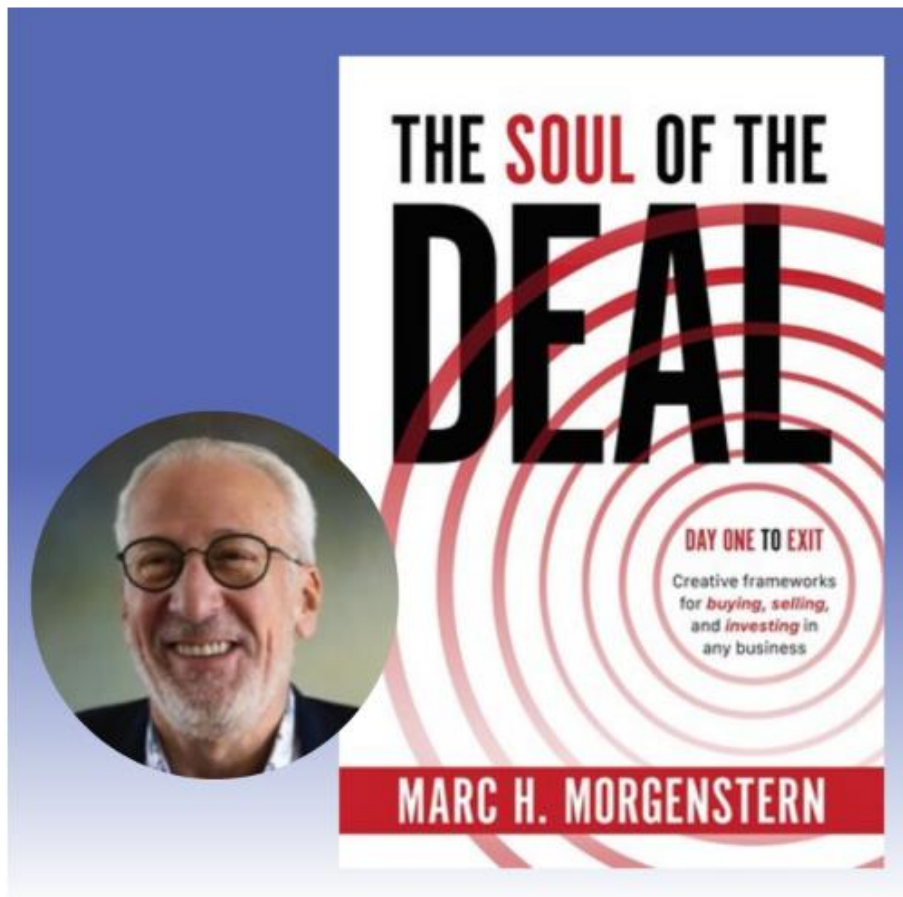


["The Soul of the Deal: Day One to Exit, Creative Frameworks for Buying, Selling and Investing in Any Business" | | clevelandjewishnews.com](http://clevelandjewishnews.com)



## "The Soul of the Deal: Day One to Exit, Creative Frameworks for Buying, Selling and Investing in Any Business"



Marc H. Morgenstern

256 pages, \$28.99

Rodin Books

“The Soul of the Deal” effortlessly teaches unconventional transactional strategies that are radically changing the approach of business buyers and sellers, investors, CEOs and entrepreneurs. Their origin? Selling encyclopedias door-to-door, following the Grateful Dead for a lifetime, and closing 400-plus successful deals.

Marc H. Morgenstern’s music-fueled philosophy that people (not spreadsheets) are the epicenter of every business interaction took Marc from Silicon Valley to Shanghai as principal, adviser, or counsel, as well as to the board of directors of the Rock and Roll Hall of Fame in downtown Cleveland.

Tangible takeaways – captured as “Morgenstern’s Maxims” – punctuate every chapter and are woven into vivid stories as much thriller as business book.

This entertaining and accessible book addresses the unchanging human, emotional, and tactical aspects of negotiating; stressing humor, real-time spontaneity and flexibility, empathy, and engaged listening as pathways to expanded negotiating and operating success.

Morgenstern has taught Street Smart Startups at University of California, Berkeley. He’s a veteran deal-maker and entrepreneur with billions of dollars of buying, selling and financing innovative and disruptive businesses from day one of OfficeMax to co-founding digital health care software company Within3. Morgenstern is the managing partner and founder of early-stage investor Blue Mesa Partners, as well as Mentor-at-Large for The House Fund at Berkeley and its portfolio companies.

Stewart Kohl, co-founder and co-CEO of the Riverside Company, said the book is a “powerful lessons distilled into one hell of a fun, easy, and thought-provoking book. Marc defies stereotypes – a Deadhead and Deal head; a gifted storyteller and dealmaker with deep understanding of human dynamics. His Maxims alone are worth the price of this impactful read.”