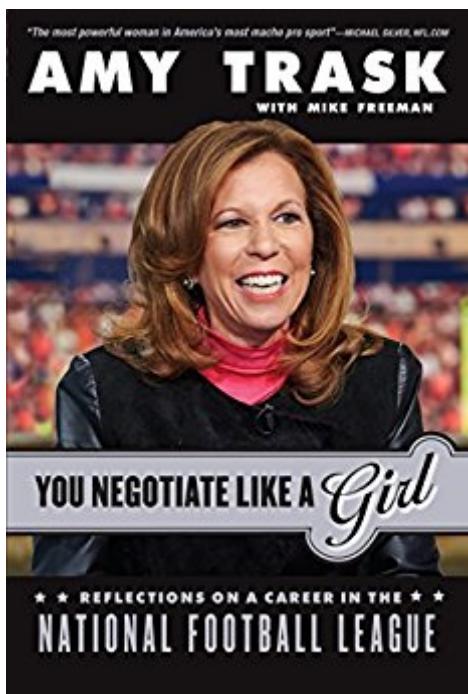


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# You Negotiate Like A Girl: Reflections On A Career In The National Football League



## **Synopsis**

The Princess of Darkness. Former NFL team executive Amy Trask has held many titles during her career - including chief executive, analyst, and author - but this nickname is what she is first and foremost known by to Raiders fans. Trask joined the Raiders as an intern during law school after the team moved from Oakland to Los Angeles - the position the result of a cold call she made to the team. From there, she worked her way up through the ranks of the organization, to the post she would eventually hold as chief executive. Along the way, Trask worked extremely closely with the late Al Davis, a man who treated her and others on his team without regard to gender, race, and age. Trask may have been the highest-ranking female executive in the NFL during her tenure with the Raiders, but in *You Negotiate Like a Girl: Reflections on a Career in the National Football League*, she shares how she found success by operating without regard to gender. Replete with insider tales about being part of the Raiders' front office, behind the closed doors of NFL owners meetings, and Davis himself, Trask's book is a must-read not only for football fans, but anyone who wants to succeed in business.

## **Book Information**

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## **Customer Reviews**

Now that I have your attentionâ | that comment by Al Davis is not the negative it seems. Al had the most progressiveâ | non-prejudicialâ | attitudeâ | in the NFL. He always (As my Dad always told me) â œlet your playing do the talking!â • So while other owners kept talking about equality throughout the leagueâ | on the fieldâ | and offâ | Raiderâ ™s owner, Al Davis was letting his â œplayingâ • do his talking. He hired the first black coachâ | Art Shellâ | the first Hispanic coachâ | Tom Floresâ | and the subject of this book Amy Trask was promoted to CEO of the Oakland Raidersâ | the first woman to hold that position in the NFL. So Amyâ ™s response to the late great Al Davisâ ™s statement in my review titleâ | isâ | â œISNâ ™T THAT THE GOAL? ISNâ ™T THAT THE HOPE? TO BE TREATED WITHOUT REGARD TO GENDER?â • As a lifetime Raiders fanâ | and one who proudly has his name engraved on the Raider Fan Hall of Fame wall outside the Oakland Coliseumâ | commemorating the fans who bought the original PSLâ ™s that helped bring back our beloved Raiders to Oaklandâ | I was quite excited to read a book that discussed what Al Davis was really like â œoffâ • the field. Not much true day to day detail had ever been published about Mr. Davis because he discouraged his inner circle confidants and told former players not to. Now that Mr. Davis has passedâ | the womanâ | who not only obliterated the female glass ceiling in the NFLâ | but worked inside with Mr. Davisâ | for close to three decadesâ | shares her personal relationship with this NFL Hall of Fame giant and legend. My perspective on Amyâ ™s storyâ | is that she (in my opinion) had a conundrum in the main points she wanted to make in this bookâ | along with her interesting as hell (especially for lifelong Raider fans)â | day to day existence in the secretive Raider organization.

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