

NEGOTIATING WHILE BLACK: Be Who You Are to Get What You Want by Damali Peterman

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Meet **DAMALI PETERMAN**, sought-after lawyer, mediator, negotiator, educator, and speaker with nearly 20 years of experience in the alternative dispute resolution field. She is the founder and CEO of Damali Law and Breakthrough ADR. Peterman is an adjunct professor at Howard University School of Law, a Tory Burch Foundation Fellow, and a Goldman Sachs 10KSB alumna.

“My goal is to write a book that’s applicable for all . . . a tool for historically disenfranchised negotiators whether they find themselves at a car dealership, with an employer, or resolving life’s daily conflicts.”

MEDIA ATTENTION

Damali’s work has been featured in :

- *Forbes*
- *Rolling Stone*
- CBS
- *Essence*
- NBC
- Fox
- *Fast Company*

CONNECTED, CONNECTED, CONNECTED!

- **Personal connections** range from celebrities like Karamo and Kerry Washington, to former California Senator William Monning
- **Clients** include Fortune 100 companies like Google and Mastercard
- Damali is a part of **incredible alumni networks** from Howard University, Spellman University, HBS, and Cornell University
- Member of **organizations** like Alpha Kappa Alpha Sorority and The University Club
- **Engaged and growing following** on LinkedIn (6K followers) and newsletter (3K+ subscribers)

Negotiating While Black includes successful strategies like **THE FOUNDATIONAL FIVE** to help readers:

1. Know what you want
2. Know what you need
3. Know how to actively listen
4. Know how to communicate
5. Know when to close

ROBUST MARKETING AND PUBLICITY PLANS

- National broadcast and print publicity
- Online publicity campaign
- Author events
- Pre-order campaign
- Pre-publication promotions
- Consumer advertising
- Social media and influencer campaigns