



Bargain Hunting

Getting a great car deal is easier than you may think.

The Insider's Guide to Buying a New or Used Car

By Burke '59, G'64 and Stephanie Leon '62, G'65
192 pp. Betterway Books.
\$9.95

Few people truly enjoy car shopping. The experience is typically stressful and often torturous, particularly when pushy salespeople begin their this-car-is-you spiel followed by their I-can't-go-any-lower tales of woe. Buyers want a good deal, yet most are entering an arena where they have little expertise or confidence.

Car buying doesn't have to be so daunting.

"If you know what you're doing you can save a lot of money and come out feeling good," says Burke Leon, who, with wife Stephanie, co-authored *The Insider's Guide to Buying a New or Used Car*.

"It's everybody's dream to drive into a dealership in their old car, toss the keys to a salesperson, point to a fully loaded dream car, pay the asking price with a roll of hundreds, and drive out 15 minutes later with all the paperwork done," write the Leons. "Well, that happens only in your dreams; it is never so simple."

Buying a car is like haggling over the price of a yard-sale couch, only on a larger scale, write the authors. Getting a deal simply requires some negotiating, and the Leons, both of whom have two degrees from Syracuse University, provide numerous how-to examples.

The Insider's Guide to Buying a New or Used Car, now in its second printing, is the Leons' first book.



MICHAEL PRINZO

"While I have developed an interest in being savvy and coming out a winner in negotiated settlements, I did not spend my life preparing to be an auto dealer, an auto salesman, or a consumer auto expert," says Burke Leon, a used-car-lot owner who earned a bachelor's degree from the College of Arts and Sciences in 1959 and a master's degree in chemistry in 1964. Stephanie Leon earned a bachelor's degree from the School of Education in 1962 and a master's degree in English in 1965.

Their 192-page book covers every possible concern when buying a new or used car, including whether to buy foreign or American, what to do during a test drive, and various tactics and counter tactics for dealing with salespeople. Also included are checklists on what to ask when buying or selling a used car through a newspaper, and how to respond to a newspaper ad.

The book concentrates on negotiating techniques. Helpful questions and examples of buyer-dealer dialogues provide readers with the necessary tools to survive this sometimes grueling process.

"Most of us grow up with only one negotiating style: 'Take it or leave it,'" write the authors. "Hard, rude, brutal, face-to-face negotiation is foreign and frightening to us."

The Insider's Guide presents clear, tangible negotiating examples and sprinkles them with humor. When visiting a dealer, the Leons suggest bringing along another person, whom the Leons call "a third baseman." This person's goal is to bother the sales staff by asking questions that may distract a sales-

person and give the buyer additional time to think.

Buyers must remain in control during negotiations, write the Leons, and can do so with statements such as this: "If I find the kind of car I want, I would like to buy a car today. Do you understand? I really want to buy a car today." This sets the tone the buyer uses throughout the dialogue, and it can help keep salespeople on the defensive.

The best form of negotiating, write the Leons, is a "yes, but" conversation between a buyer and a salesperson. "The list price for the car is \$17,750 and at that price these cars are flying off the lot," a salesperson might say. A buyer should respond, "Yes, I understand how you might want to get full price for your car, but I won't pay that much money."

"We wanted a very practical book," says Stephanie Leon, who also admits "part of the reason for the book's success is the economy." She says people today are doing more research before buying such big-ticket items as cars. To that end, *The Insider's Guide* is a very good investment. —JODIE MCCUNE

OTHER ALUMNI BOOKS

Foxfire

By Joyce Carol Oates '60
328 pp. Dutton Books. \$21

Set in a blue-collar town in the fifties, *Foxfire* chronicles the teenage lives of five high school girls, their gangs, and their acts of violent revenge.

The Naked Truth

By Leslie Nielsen and David Fisher '68
288 pp. Pocket Books. \$20

Lies, falsities, and untruths are all ingredients in the movie star's parody of an autobiography. The authors cook up four-plus decades of show business tales that you simply can't—and shouldn't—believe.

The Rest of Life

By Mary Gordon G'75
257 pp. Viking Books. \$22

Each of these three novellas introduce the sexual and emotional lives of women and the lover who altered their lives. Gordon is the best-selling author of *Final Payments*, *The Company of Women*, *Men and Angels*, and *The Other Side*.

In the Memory House

By Howard Mansfield '79
280 pp. Fulcrum Publishing. \$19.95

This book looks inside the New England region to show the importance of cultural memory in the lives of Americans today. The author takes the reader to small museums and town meetings, and revisits Walden Pond in an effort to reveal lessons lost over time.

Junkyard Bandicoots & Other Tales of the World's Endangered Species

By Joyce Rogers Wolkomir '64 and Richard Wolkomir '64
122 pp. Wiley Books. \$9.95

The message in this book is that people have an obligation to all creatures. Examining threatened and endangered species around the world, this paperback illustrates how great a role we have in the continued survival of animals everywhere.

American-Jewish Filmmakers, Traditions and Trends

By David Desser and Lester Friedman G'69
318 pp. Illini Books. \$14.95

Desser and Friedman explore the careers of four famous Jewish-American film directors—Woody Allen, Mel Brooks, Sidney Lumet, and Paul Mazursky—and explain how their films showcase the Jewish experience. Through the work of these directors, a picture of Jewish-American life over the past four decades is painted.

Estate Planning for Small Business Owners

By George C. Shattuck '50
292 pp. Prentice Hall. \$19.95

The author offers small-business owners practical solutions to problems of minimizing taxes, transferring wealth to heirs, dividing estate and business equally among family members, and selling to outsiders.

Love Before the Storm

By Roslyn Tanzman '62
264 pp. S.p.i. Books. \$5.50

This historical romance concerns two Jewish medical students in Nazi Germany in the thirties. The book is based on letters exchanged between the author's parents during Hitler's rise to power.

Break the Spell! Conquer Harmful Habits with Life Therapy

Kenneth L. Baldwin G'62
171 pp. Rainbow Books. \$14.95

The author offers insights on how to transform destructive thoughts into a more positive sense of self. Baldwin believes that people can become happier by eliminating negative language from their vocabulary.

Valley Forge: Hallowed Ground

Edited by Karen Sweeny-Justice '80
48 pp. Fort Church Publications. \$5.95

This photographic book details the Continental Army's 1777-1778 winter encampment at Valley Forge during the Revolutionary War.

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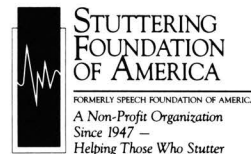
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