



## Trump: How to Get Rich

By Donald J. Trump, Meredith McIver

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**First he made five billion dollars.**

**Then he made *The Apprentice*.**

**Now The Donald shows you how to make a fortune, Trump style.**

### HOW TO GET RICH

Real estate titan, bestselling author, and TV impresario Donald J. Trump reveals the secrets of his success in this candid and unprecedented book of business wisdom and advice. Over the years, everyone has urged Trump to write on this subject, but it wasn't until NBC and executive producer Mark Burnett asked him to star in *The Apprentice* that he realized just how hungry people are to learn how great personal wealth is created and first-class businesses are run. Thousands applied to be Trump's apprentice, and millions have been watching the program, making it the highest rated debut of the season.

In *Trump: How To Get Rich*, Trump tells all—about the lessons learned from *The Apprentice*, his real estate empire, his position as head of the 20,000-member Trump Organization, and his most important role, as a father who has successfully taught his children the value of money and hard work.

With his characteristic brass and smarts, Trump offers insights on how to

- invest wisely
- impress the boss and get a raise
- manage a business efficiently
- hire, motivate, and fire employees
- negotiate anything
- maintain the quality of your brand
- think big and live large

**Plus, The Donald tells all on the art of the hair!**

With his luxury buildings, award-winning golf courses, high-stakes casinos, and glamorous beauty pageants, Donald J. Trump is one of a kind in American business. Every day, he lives the American dream. Now he shows you how it's done, in this rollicking, inspirational, and illuminating behind-the-scenes story of invaluable lessons and rich rewards.

*From the Hardcover edition.*

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## **Editorial Review**

From Publishers Weekly

With a central role in NBC's The Apprentice, Trump's star is soaring. In his fifth book (after The Art of the Deal, he offers a cursory glance behind the scenes of the hit reality show, but the bulk of the text consists of business advice ("Be Tenacious"; "Play Golf"; "Be Optimistic, but Always Be Prepared for the Worst") with illustrative details culled from his real estate and media dealings. (The glimpses he presents of his transformation of 40 Wall Street hint at a story that might deserve a more serious book all its own.) There are some surprises; at times, the quintessential New Yorker sounds almost like a California New Ager as he recommends up to three hours of quiet reflection a day along with the writings of Carl Jung. But he's soon back in recognizable form, advising readers to "screw enemies back" and explaining why various people (including former governor Mario Cuomo and talk-show host Joy Behar) are dead to him. Trump appears comfortable with himself, and he even makes light of potentially touchy subjects, such as his hair: "My hair is one hundred percent mine. No animals have been harmed in the creation of my hairstyle." There are occasional missteps, like an imitation of the New York Post's iconic gossip column "Page Six," which reads more like an annual Trump Christmas letter. But Trump's books have done an effective job of capturing his grand personality in print, and this volume is no exception. B&w photos throughout.

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From the Inside Flap

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#### About the Author

**DONALD J. TRUMP** is the very definition of the American success story, continually setting standards of excellence while expanding his interests in real estate, gaming, sports, and entertainment. Aside from *The Apprentice*, Trump and NBC are also partners in the ownership and broadcast rights for the three largest beauty competitions in the world.

In New York City, the Trump signature is synonymous with the most prestigious addresses, including the renowned Trump Tower, the Trump International Hotel & Tower, the soon-to-be converted Delmonico Hotel at Park Avenue and Fifty-ninth Street (Trump Park Avenue). The Trump Tower, and 40 Wall Street. He also has acclaimed golf courses in Briarcliff Manor, New York and Palm Beach, Florida and two others in development in New Jersey and Palos Verdes, California.

Trump is the number one *New York Times* bestselling author of *The Art of the Deal, Surviving at the Top, The Art of the Comeback*, as well as *The America We Deserve*. All told, these books have sold millions of copies.

An ardent philanthropist, Trump is involved with numerous civic and charitable organizations. In June 2000 he received his greatest honor, the Hotel and Real Estate Visionary of the Century, given by the UJA Federation.

#### Users Review

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###### **James Chavez:**

The book Trump: How to Get Rich make one feel enjoy for your spare time. You may use to make your capable considerably more increase. Book can to be your best friend when you getting pressure or having big problem with your subject. If you can make looking at a book Trump: How to Get Rich being your habit, you can get a lot more advantages, like add your personal capable, increase your knowledge about many or all subjects. You can know everything if you like open up and read a publication Trump: How to Get Rich. Kinds of book are a lot of. It means that, science e-book or encyclopedia or other people. So , how do you think about this guide?

###### **Charlie Hartman:**

The reason why? Because this Trump: How to Get Rich is an unordinary book that the inside of the publication waiting for you to snap that but latter it will distress you with the secret the idea inside. Reading this book alongside it was fantastic author who all write the book in such wonderful way makes the content within easier to understand, entertaining way but still convey the meaning entirely. So , it is good for you for not hesitating having this any more or you going to regret it. This excellent book will give you a lot of gains than the other book have such as help improving your expertise and your critical thinking way. So , still want to delay having that book? If I ended up you I will go to the reserve store hurriedly.

**Pedro Murray:**

Reading can be called mind hangout, why? Because while you are reading a book specially book entitled Trump: How to Get Rich the mind will drift away through every dimension, wandering in every aspect that maybe unidentified for but surely might be your mind friends. Imaging just about every word written in a guide then become one contact from conclusion and explanation which maybe you never get previous to. The Trump: How to Get Rich giving you a different experience more than blown away your brain but also giving you useful information for your better life with this era. So now let us explain to you the relaxing pattern is your body and mind will be pleased when you are finished looking at it, like winning a. Do you want to try this extraordinary paying spare time activity?

**Loren Hatmaker:**

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