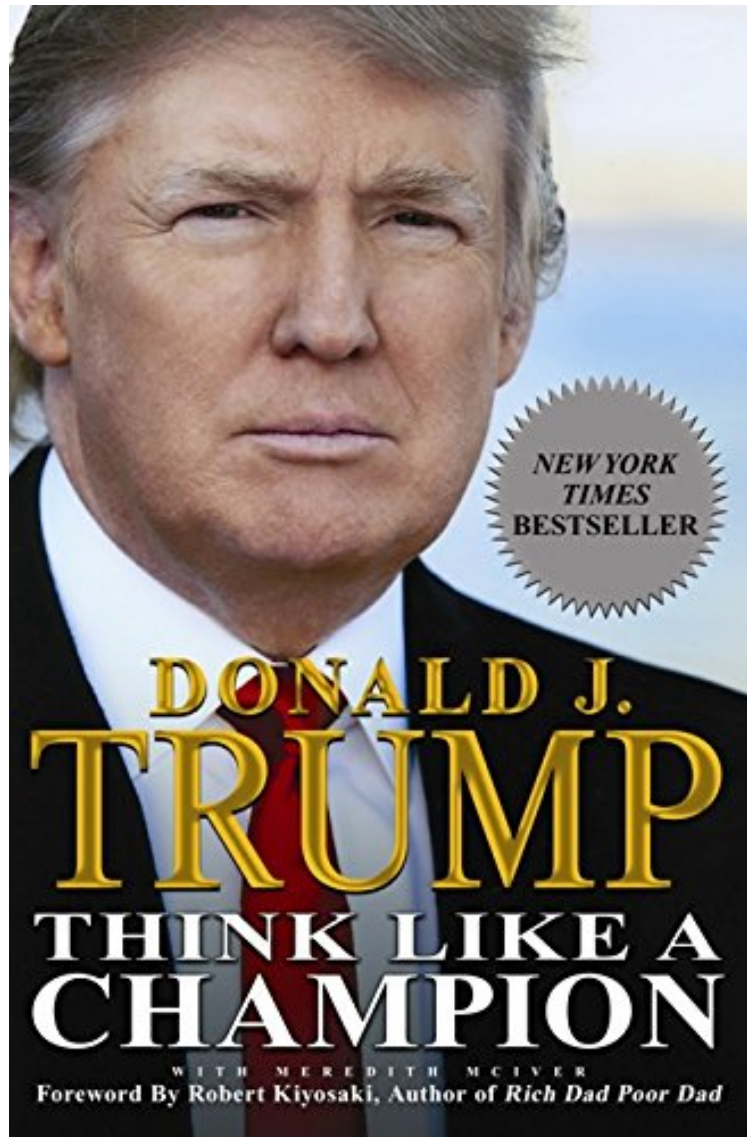


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Over the years, Donald Trump has written many bestselling books, but he has also written shorter essays that encompass his philosophy about how to live life to the fullest, both personally and professionally. In these pieces, which have been personally selected by Trump for this book, he gives his special perspective in what amounts to an "informal education" about success in business and in life. With a foreword by Rich Dad, Poor Dad, author Robert Kiyosaki, Trump's business acumen is on full display in such essays as: *Keep the Big Picture in Mind *Essays, Assets, and Stephen King *Imagination: A Key to Financial Savvy *Financial Literacy *Think Like a Genius *How to Get Rich

From Publishers WeeklyGiven Trump's larger than lifemdash;and polarizingmdash;public persona, part of Skipp Sudduth's achievement as narrator is his creation of a buffer zone of sorts. Granted, the entrepreneur does deliver a zealous introduction, but as Sudduth takes over, it becomes possible to overlook the positive and negative caricatures of Trump the celebrity and focus on his tangible no-nonsense advice. While viewers of The Apprentice will certainly recognize The Donald 's bravado in the recurring litany of accomplishments related to the global Trump brand, Sudduth's presentation of the career and personal growth tips will resonate with listeners. A Vanguard hardcover. (Apr.) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

"(E)ntertaining and valuable account of how to play the Trump card... I (found) his stories valuable and entertaining. In particular, the chapter titles are snappy and motivational. Trump's advice is that we should never think our way is the only way. Perhaps his readers should keep that in mind." -The Irish Times "Donald's wisdom is priceless-it's the perfect book at the perfect time." -Robert Kiyosaki, New York Times bestselling author of Rich Brother Rich Sister"About the AuthorDonald J. Trump is the Chairman and President of the Trump Organization. He is the preeminent developer of quality real estate around the world, making the Trump brand synonymous with the gold standard. His commitment to excellence extends from his real estate holdings to the entertainment industry. As the star and co-producer of the NBC hit series The Apprentice, to his award-winning golf courses and skyscrapers, his business acumen is unparalleled. His Trump Tower on Fifth Avenue has become one of the most famous landmark buildings in New York City, and his Trump International Hotel Tower in New York City has received the coveted Mobil Five-Star Award. He is the archetypal businessman--a deal maker without peer and an ardent philanthropist.