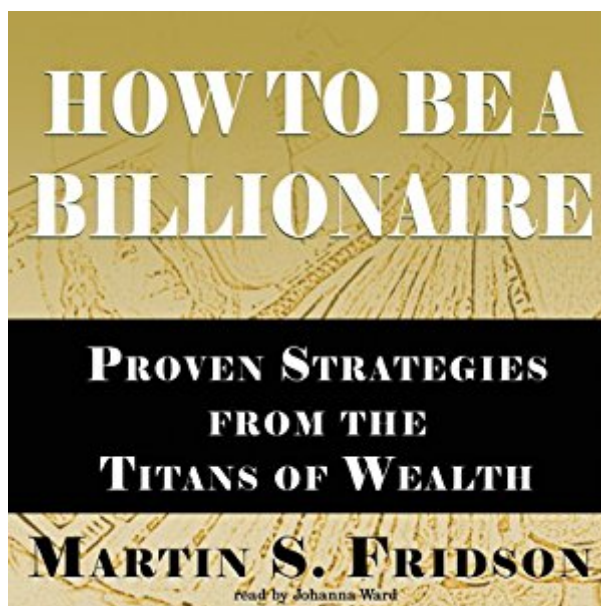


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How To Be A Billionaire: Proven Strategies From The Titans Of Wealth



Synopsis

"A truly enlightening work filled with fundamental strategies that have worked for others. Martin Fridson documents the essential principles inherent in every billionaire's success." -Gordon Bethune Chairman of the Board and CEO Continental Airlines

Self-made billionaires all have one thing in common: they excel at making money. But hard work, thrift, and focus are only part of the story-you hold the rest of it in your hands. *How to Be a Billionaire* is the first comprehensive picture of the real strategies and tactics that built the great business fortunes of modern times. Packed with engaging accounts of titans like Ross Perot, Richard Branson, Phil Anschutz, John D. Rockefeller, Wayne Huizenga, Bill Gates, J. Paul Getty, and Kirk Kerkorian, *How to Be a Billionaire* will show you principles that can increase your wealth and business acumen to the mogul level. *How to Be a Billionaire* looks at the careers, the methods, and the minds of self-made billionaires to distill the common keys to titanic accumulations of wealth. Each chapter explores a specific strategy and brings it to life through extended profiles of past and present masters of the art of making money. Do you think innovation is the best way to prosper in business? Sam Walton, founder of the Wal-Mart retail chain, would tell you otherwise. The key to Walton's success was supreme devotion to copying the methods of other successful discounters. What could be less complicated than buying low and selling high? But the ascent of Warren Buffett, John Kluge, and Laurence Tisch to billionaire status depended on much more than an eye for good bargains. And if you're looking to thrive by outmanaging the competition, look no further than Richard Branson. When the founder of Virgin Atlantic needed to reduce his staff by 400 people, 600 volunteered to take off a few months on sabbatical. *How to Be a Billionaire* identifies the methods, beliefs, and behaviors every businessperson must understand and emulate to reach the pinnacle of riches. A manual for success that can benefit every aspiring tycoon, it is a fascinating read for anyone intrigued by wealth and how it's gotten. Praise for *HOW TO BE A BILLIONAIRE*

"How to Be a Billionaire offers fascinating insight into the subject of building wealth. As a result of his exhaustive research, Martin Fridson is able to explain the wealth-creation process from a unique perspective. As the reader will discover, there is no single formula for success, but there are certain categories into which these concepts can be placed. My personal advice is to remember the words of Winston Churchill who said, 'Success is the ability to go from one failure to another with no loss of enthusiasm.'" -Ross Perot

"Martin Fridson has created the ultimate roadmap to the American Dream. He comes as close to extracting a formula for the acquisition of wealth as any book I have ever read." -Jeff Sagansky CEO, Paxson Communications

"Martin Fridson's book has a number of very insightful and thoughtful analyses, something you don't pick up in many business schools." -Philip F. Anschutz

Chairman and CEO, The Anschutz Corporation "How to Be a Billionaire is a powerful arsenal of dead-on strategies for increasing your personal wealth and business acumen. Marty Fridson details the tactics of self-made billionaires with great intelligence and insight. I wish this book had been available when I was starting my career." -Spencer Hays Founder, Tom James Company Executive Chairman, Southwestern/Great American, Inc. Chairman, Athlon Publications --This text refers to the Hardcover edition.

Book Information

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Customer Reviews

Great book of Martin Fridson, show us in a realistic and a objective way how many figures that we know became billionaires not millionaires is different. Take big risks but calculated risks, do it something different that permits outmanage the competition, always keep opening the back door. And having a deeply commitment with our self and our objective to become rich work hard, do things not just dream in things and excel in every thing you do are some points in the book. I strongly recommended it.

This book, more than any other book on creating wealth, spells it out. If you want a get rich quick plan - sorry - this book is about the slow and steady! Can you say Tortoise and the Hare? Just like everyone else, I was taught to get a good education, get a job and live happily ever after until reaching retirement - get my gold watch and the company will take care of me. Hah! The truth is, the old ways don't work. The people who are profiled in this book were all successful in their own way. I believe that if you model yourself after a successful person you will be successful. That's not new.

What's new is to follow in the footsteps of one of these giants and success will be yours!

Great book. Just didn't cover one thing: Leadership. I guess it was implied that they all had leadership abilities, but being a leader of PEOPLE, rather than a clever technician, seems to be something that all billionaires have. At least in my readings. Overall great book. Also, he seemed to want to point out a flaw in Napoleon Hill's *Think and Grow Rich*, available here on . He says that Edison, the great inventor, was not a billionaire, even though Napoleon Hill thinks so highly of him. Technically, he is correct, he was not a billionaire. But Hill uses him as an example of basically finding solutions by thinking outside of the box. Edison was wealthy in ideas. Napoleon Hill I believe makes the point that there is no end to ideas, good ideas and good solutions are always out there. Applying persistence really pays off, and not giving up. Edison wanted to make a lot of inventions, and he did, through persistence and not giving up.

This is a terrific book & I highly recommend it to aspiring business moguls of all ages. Though the title and the cover are a tad "over the top," the substance delivers. This is a thorough analysis of some of the more common strategies used in achieving great riches. Throughout the book, the author introduces us to a dozen or so most accomplished businessmen in history. Specifically, we learn of what it is that they actually did that helped them achieve great success in - arguably - the most competitive field of human endeavors - accumulating great wealth. The book is well balanced as business strategy descriptions seamlessly intertwine with historical and biographical insights. Martin Fridson, a terrific writer, is one of the very few people who could pull it off. A bit of context here is in order: Martin Fridson is a very accomplished guy. With an undergrad in history and an MBA (both from Harvard), he gives the reader a unique vantage point on combining both history and business strategy. Specifically, Mr. Fridson is one of the biggest authorities in the field of high-yield bonds (a.k.a. junk bonds) - and has been for a long time. High-yield world is often a treacherous mine-field dominated by marginal companies with weak balance sheets. Stories of great deals and disastrous failures are abound. Mr Fridson has seen many fortunes both created and lost and he brings this balanced perspective to the readers of this great book.

The author tries to identify what the super-rich did right and tries to formalize it in some structure. I use the word 'try' because becoming rich is no hard science. We don't know what works and what doesn't. Unfortunately, the number of ways to do something wrong always exceeds the number of ways to do it right. The author tries to pinpoint the right ways. As with any case study, the attributes

that 'explain' success can also be used to 'explain' failure. For example, taking monumental risk can make you rich or poor. But, where the author succeeds is trying to create a structured approach to becoming superrich. While it's not science, I believe the author gets credit for trying to approach the subject in a structured format. In my view, the most important part of the book is thinking about overcoming the levelers. In particular the 'Menace of Competition'. The mighty economic forces that conspire against your success.

I went and purchased the book, only one improvement after I finished reading the sample it gave me the option to buy but that link did not work.

A wonderful, powerful, business book. Mostly proven straight to the point strategies for growing your business, creating wealth, and beyond.

Instant classic! This is a book you must reread!

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