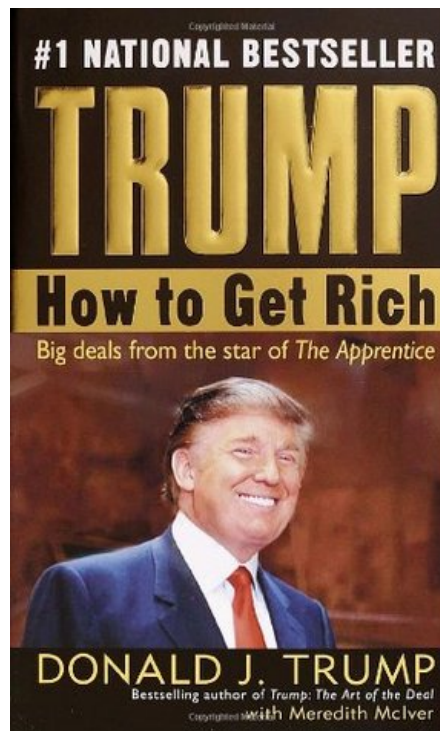




Trump: How to Get Rich

Donald J. Trump , Meredith McIver

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Trump: How to Get Rich Donald J. Trump , Meredith McIver

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.

Trump: How to Get Rich Details

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Author : Donald J. Trump , Meredith McIver

Format : Paperback 320 pages

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From Reader Review Trump: How to Get Rich for online ebook

Simon Keller says

In How to Get Rich by billionaire businessman Donald Trump, he reveals the secrets of getting rich and gives business advice on how to make it big. For many years, people have asked Donald Trump on his secret to getting rich and this urged him to write a book detailing his American success story. Trump writes his book in a humorous way and a light hearted tone. For example, "I've been accused of admiring beautiful women. I plead guilty"(11). Trump doesn't hold anything back, he tells it as it is, not afraid to stir controversy. I enjoy that Trump never holds anything back and tells it straight. That's a quality a lot of people do not have this day in age. I like in the book that Trump gives a timeline of his average week. "Thursday 9:45. Don Jr. comes in to update me on his work. He's sharp and has good insights on a few of our development"(199). Trump gives details on his average week and receives visits from multiple people throughout just one hour. In addition, I respect and like that Trump does not talk in a bragging way throughout this book, but he talks very humbly and grateful. "No matter how accomplished you are, no matter how well you think you know your business, you have to remain vigilant about the details of your field. You can't get by on experience or smarts"(9). Trump is very humble and acknowledges no business is too big to fail. I like that Trump knows he has to stay fresh and competitive and he can't rely on his past success or his long experience. I would recommend this book to anyone looking for business advice or anyone interested in learning more about Donald Trump.

Isabel Gaspar Pereira says

It took me some time to classify this book. I think it will go straight to my humor category. It's... incredible. Full of narcissism, ignorance, chauvinism and even mistakes. It is not a serious book. Humor it is!

Oleksandr Golovatyi says

The book is from the most successful businessman in real estate and luxury construction. Quite an interesting way of life of Donald Trump is full of both lightning ups and quite bitter falls. But the author succeeded in getting out of the situation and being on the verge of bankruptcy was able to find strength to get out of the situation as a winner.

Maybe not everyone will fit his advice from the book, but in my opinion, they are all quite successful and most importantly taken from the personal example of the author of the book. The book is interesting and quite successful, - I advise you to read.

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I read this book on Google Books by
Readlax Chrome Extension

Vaishali says

The title suits only Chapters 1-2, defining his iron will and work ethic. The rest is a fun read inside Trump's world: loyal staff, lucrative deals, celeb convos, and - most revealing - an hourly run through his personal schedule for a week. Wow.

Bonus : A frank peek into the meeting between he and bankers post his \$9 billion loss, and his screaming at a disloyal Mario Cuomo. (Good for you, Donald !)

Quotes:

"I don't do it for the money... I do it to do it. Deals are my art form... preferably big deals. That's how I get my kicks"

"I don't think you should do it for the money either. Money is not an end in itself, but its the most effective way to help us realize our dreams."

"I only work with the best. Save yourself some time by getting the best people you can."

"Creative people rarely need to be motivated. They have their own inner drive which refuses to be bored. They live on the edge, which is what precisely is needed to be successful and remain successful."

"We all need a boost every now and then. Learn how to tailor your method to the personalities you're managing."

"Stay focused. Don't make the mistake I did... stay focused! I learned my lesson: I work as hard today as I did when I was a young developer in the 1970's."

"Never personally guarantee anything."

"Momentum is something you have to work at to maintain... so maintain your momentum."

"You have to remain vigilant about the details of your field."

"I'm not a complacent person, and I can't have a complacent staff. I move forward quickly, and so must they."

"Don't expect your employees to work harder than you do. I don't have to worry about that, because I work 7 days a week and love almost every minute of it."

"Winners see problems as just another way to prove themselves. Problems are never truly hardships to them, and if you haven't got any problems then you must not have a business to run."

"Regard your company as a living, breathing organism... because that's what it is. Those figures you see on your spreadsheets will reflect the health. Watch out for bad cells while allowing good cells to flourish."

"Don't intimidate people. If you do, you'll never get a straight answer from anyone. I keep my door open, and my people know I'm available as well as approachable."

"Remember, your organization is your organization. Bottom line: it's your ballgame. The strategy is up to you, and so are the results."

"Is there anyone else who can do this better than I can? Know yourself and know your competition. If your competition is better than you are, then offer some quality that they lack."

"If people have time to be petty, it's an indication they are not busy enough with their work."

"If your going to be bold enough to present your idea, make it as clear as possible, and don't take it casually."

"People are multi-faceted, and it's important to let them function in a way that will allow them to shine. Sometimes the leader has to be the catalyst for putting the word 'success' into their personal vocabulary."

"You can find talent in unlikely places. I enjoy figuring out how each of my key employees sells."

"Each success is the beginning of the next one."

"People ask me what keeps me going, and this is probably the closest answer to the truth: If I end the day without knowing more than I did when I woke up, it makes me wonder: 'What did I miss out on today? Am I getting lazy?' "

"While I got very good grades at school, I did not have time to be a scholar. Still, it's something I aspire to in my quiet time. Possibilities unfold. The world opens up."

"[Aldous Huxley] was such a learner that when he was faced with near total blindness as a young man, he learned Braille and continued his studies anyway.... not a trace of self-pity... it had offered him some benefits: he could now read in bed at night."

"Think big and live large... if you hit, at least you hit big. And if it don't hit, what's the difference between losing \$100,000 or hundreds of millions of dollars ? Either way you've lost, so you might as well have really gone for it."

"I deliver the goods. If you're devoting your life to creating a body of work, and you believe in what you do, and what you do is excellent, you'd better damn well tell people you think so."

"Be tenacious."

"When you are on the podium, you are the entertainer. Be prepared for the performance, because that's what's expected of you."

"I get knocked a lot. Quickly see knocks for what they are. You don't have to open the door."

"What's the altitude of your attitude? Gain some altitude. You'll love it up here."

"Avoid being the trigger, and the revolver will not be a threat."

"Homework is required, and there will be a test."

"Construction isn't glamorous. It's a serious and often dangerous endeavor."

"Be aware of the marketplace. I devote several hours a day to reading."

"Get to work."

"Reflect for 3 hours a day. I'm an early riser - usually by 5 a.m."

"To me, dressing successfully means understanding the environment. Make it easy for people to take you seriously."

"Invest simply. These are your hard-earned savings at stake. Sometimes the best investments are the ones you don't take."

"Get a prenuptial agreement."

"I made a point of becoming best friends with everybody at every bank. Become friendly with the bankers, and make a deal. Go right to the top and do it yourself."

"I turn off the lights whenever I leave the office. I'm always happy to get a good deal whether I'm buying a building or supplies at Duane Reade."

"About my deals : it's all about persuasion, not power. I have to coax and make my case just like any negotiator.... Know what you're doing. That's where the real power comes from. Study the art of persuasion. Practice it... its profound value. Let everyone come out a winner."

"View any conflict as an opportunity."

"Know exactly what you want, and keep it to yourself. If you're careful about what you reveal, you'll have more flexibility as you gather more information about the contours of the deal."

"I'm too busy to be devious. I just assimilate new information quickly, and move forward in unexpected ways."

"Balance reason with passion."

"The fact that I was stubborn, and had achieved a result others had deemed impossible, jump-started my career."

"We try to cater to the people living and working in my buildings in every way possible. Past, present and future tenants and owners have one very important quality in common: they all want the best for their money, which allows me to give you a simple formula for success : Deliver the goods."

"I take a call from a writer... One of the questions asked is how I handle a person who consistently makes the same mistakes. I tell him the truth: I don't. They're working for someone else now."

"You never interrupt the boss in a meeting. You never interrupt a client in a meeting either."

Working for Trump

"Here are the 4 essential qualities I'm looking for."

1. Someone who makes everyone feel comfortable... the most essential trait.
2. Book brains and street smarts
3. Creativity - to make connections others might not envision... the hardest quality to develop.
4. Loyalty and trust"

Donald's Favorite Quotes

"A leader has a right to be beaten, but never the right to be surprised." - Napoleon

"He who lives outside his own heart, dreams. He who lives inside his own heart, awakens." - Carl Jung

"Exciting is a dull word for the business we're in." - Fred Trump

"There are no short-cuts to anywhere worth going." - Beverly Sills

"Beware little expenses. A small leak will sink a great ship." - Benjamin Franklin

"I remember when I was 'The Donald'." - Donald Duck

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Gabe says

If you want to see Trump fallate himself using only text, then this is the book for you! I thought I might glean a thing or two from one of the self-proclaimed masters of money making, but I learned only that he's in love with himself and self-promotion. If there was something to learn in this book, I couldn't see it because I had tears in my eyes every time my gag reflex was triggered. He is not a man to emulate. I couldn't even finish it...but I did scan through all the pictures of crap he owns that he shows you in the back. Sick.

HenryHatridge says

Okay. Let's have a fact check here. Who was the one who bankrupted 6 TIMES and keep getting money from his parents? Donald Trump. Who was the guy who had 3 wives? Donald Trump. Who was the guy that said "I will make other countries respect America!", but made Africa(Calling them *****hole countries), Europe, Australia, Central America, South America, and Middle East HATE America. Donald Trump. Who was the guy that said "I'm the least racist person you have ever met, on CNN and called African countries *****hole? Donald Trump. There are soooooooooo much more to talk about Trump, but it's too many.

Cherie says

If you're dying to know the art behind Trump's mop top and how he met his younger-than-his-daughter-wife, then this is the book for you! Arrogance and celebrity insights! Reads just like Seventeen Magazine!

No really, I was hoping to read about Trump's fascinating real estate deals, lured in by his challenge "Five Billion Reasons Why You Should Read This Book," but no, I got to read about his hair instead in a chapter that I kid you not, is titled "The Art of the Hair."

André Bueno says

INTRODUCTION

- Don't do it for the money
- Keep it short, fast, and direct

PART 01

- Be a leader and give your employees the ability to shine
- Stay focused
- Build your momentum and remain vigilant on your field. You need to work at maintaining this.
- Get a great assistant.
- Know your competition and understand what your competitive offering is relative to their product
- Have employees that feel accountable for the success of the business
- Get to know your employees to understand how to manage them appropriately
- Learn something new about your business every day. Become a master learner.
- Think BIG and live large. Really go for it!

PART 02

- Be tenacious, you don't create a classic overnight
 - Involve your passion with your business
 - Brand yourself and toot your own horn. Be confident about what you can deliver. Create a dominant brand name.
 - Be optimistic but always prepare for the worst
 - Trust your instincts, as described in the book Blink by Malcolm Gladwell
 - Have an ego but keep it in check
 - Everyone has an opinion, don't take it personal
 - Do your homework, know everything surrounding your business. Take time to practice everyday.
- Understand the process by knowing what you are getting yourself into
- People only see the finished product, do all the necessary requirements to understand what needs to go into doing the job right
 - Learn from the greats and keep up to date for what's going on in the local industry
 - Don't compare yourself with anyone.
 - Reflect for 3 hours a day. Spend the time to stay balanced. Read and reflect.
 - Read biographies and philosophy
 - Dress for your culture

PART 03

- Be your best financial advisor
- Invest in what you know
- Get a prenuptial agreement. Life and business can be complicated.
- Teach your kids the power of money

PART 04

- It's all about persuasion, not power
- Once you know what you want, keep it to yourself

- Understand the other side. Observe the other side, let them talk, see where they are coming from. Be a chameleon.
- Study the art of persuasion, use readily available metaphors and humor
- Write down your business objectives, know what you want, know the other party, and find a win-win solution
- Let your guard down to bluff and see what they do
- Be patient. Speed depends on the circumstances. Trump showed a lack of interest in a deal to set the team of on a tangent, then have them draw their own conclusions.

TOP SKILLS FOR CONTINUED SUCCESS:

- Be strategically dramatic.
 - Be creative
 - Have street smarts
 - Be personable
 - Be loyal and trust your team
-

Wsm says

I don't like Donald Trump but I find his books amusing. He is very smug and seems to think that he has the answers to everything.

Jason Navallo says

I read this when I was a teenager. I learned a lot back then from this book about business and finance. A good read, especially for younger people.

Anish Mooonka says

My 1st 1-star review and hoping it to be my last; as I will start taking Goodreads ratings a lot more seriously and Donald Trump a lot less.

Kevin Keating says

This book started off well with some good business advice. Then it wandered a little. Lots of needless compliments to people he introduces the reader to. One thing I liked about it was you could see the workings of his mind a little, for instance in the way he deals with Kim Jong Un or other people. He is always working the system and attempting to get the better hand on the person he negotiates with or against. Very easy to read.

Michael says

The ramblings of an ego-maniac who knows how to be a successful business man but has no idea how to write a book. Trump claims to be very attentive to details but doesn't have any scope or order in his writing. Its just endless name dropping and boring little anecdotes. If you want to get rich start with not spending money on this book.

Mark Goddard says

The Top 3 things you will learn from this book:

1. You will meet a lot of Losers in life.
2. Trump's hair is real!
3. Doctors are money grubbing Bastards! ("The pot calling the kettle black")

The book should be retitled TRUMP: Living with narcissistic personality disorder (But HEY, Everyone Loves Me!)

I gave it 2 stars, because it did make me laugh quite a few times.

Antonio Kowatsch says

Well, there were some valid points that were raised in this book.

I just wished he would've toned it down with his "me, me, me"-talk.

It made the book seem like he's trying to sell us something. (pun intended)

The book does feature a lot of anecdotes, some of which should be taken with a grain of salt.

Like the part where he talks about how good looking his two secretaries are. A remark that he swiftly follows up with a "*you don't have to be beautiful to work for me though*". ... Classic Donald Trump.

That's all I can say about it.
