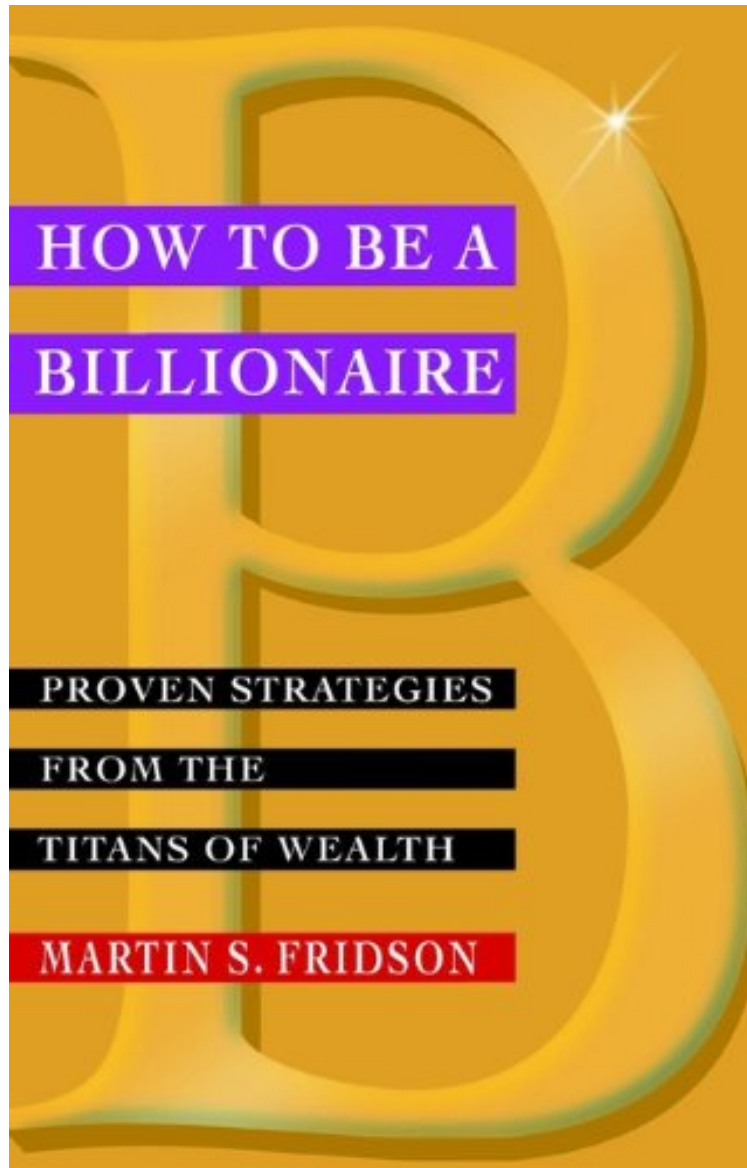


[Library ebook] How to be a Billionaire: Proven Strategies from the Titans of Wealth

# How to be a Billionaire: Proven Strategies from the Titans of Wealth

*Martin S. Fridson*

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**Martin S. Fridson : How to be a Billionaire: Proven Strategies from the Titans of Wealth** before purchasing it in order to gage whether or not it would be worth my time, and all praised How to be a Billionaire: Proven Strategies from the Titans of Wealth:

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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.7 of 7 people found the following review helpful. That's Right - Shoot for Billion with a "B"By Richard B. LanoueThis 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!2 of 2 people found the following review helpful. Nobody reads theseBy DanGreat 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 Hills 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.

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. Learn from Sam Walton, founder of the Wall-Mart retail chain, how his supreme devotion to copying the methods of other successful discounters succeeded better than innovation. Observe how to out-manage the competition through the example of 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. A manual for success that can benefit every aspiring tycoon, How to be a Billionaire is a fascinating read for anyone intrigued by wealth and how it's gotten.

.com Forget Regis Philbin's Who Wants to be a Millionaire. Martin Fridson's How to Be a Billionaire sets its sights much higher, and therefore seems an even more appropriate (if somewhat less realistic) goal for today's tycoon wannabes. There are some 200 individuals in the U.S. alone who now breathe this rarefied air, writes Merrill Lynch managing director Fridson, and no reason why those who adopt their philosophies cannot join them. To that end, he studied more than a dozen of the self-made super-rich, including Sam Walton, Bill Gates, Wayne Huizenga, and Warren Buffett. He then synthesized their techniques for success into nine strategies: take monumental risks, do business in new ways, dominate your market, consolidate an industry, buy low, thrive on deals, outmanage the competition, invest in political influence, and resist unions. Dividing profiles of these high fliers into chapters focused on their prevailing principles, he shows how each played a critical role in the growth of an empire. Walton didn't invent discounting, for example; he tweaked existing practices for the late-20th-century marketplace. Likewise, Huizenga didn't start individual companies but integrated existing competitors into powerhouse organizations. While Billionaire may not be a true self-help manual, it does offer a fascinating glimpse at tactics used by those who've played the game and won. --Howard RothmanFrom Library JournalFridson (It Was a Very Good Year), managing director at Merrill Lynch and Co., presents a fascinating analysis of how well-known billionaires accumulated their wealth. He focuses on explaining the key strategies that lay listeners can use in building their own strong portfolios. Among the tycoons featured are Ross Perot, John D. Rockefeller, Bill Gates, Warren Buffett, and Sam Walton. The chapters are organized around the different methods used, while throughout are interwoven common principles, such as hard work, thrift, doing business in a new way, dominating a market, buying low, investing in political influence, and resisting unions. While many wealth-building strategies will be recognized, other unique approaches, such as Walton's supreme devotion to copying the methods of other successful discounters, are revealed. Fridson also places the magnates within their particular industry by adding brief synopses of the business arenas and trends in which these successful entrepreneurs made their fortune. The solid narration by Johanna Ward maintains interest throughout this substantial addition to the financial literature; it stands apart in a crowded genre. Highly recommended for all public libraries.Dale Farris, Groves, TX Copyright 2002 Reed Business Information, Inc. Read by the smooth and intelligent Johanna Ward, this is a fascinating narrative about the lives of business titans....The strength of this audiobook is the balance of well-researched individual stories and the author's nuanced abstractions about what made these people successful....A marvelous lesson and an important chapter in the history of why this country is the wealth incubator that it is. --AudioFileThis substantial addition to financial literaturehellip;stands apart in a crowded genre. Highly

recommended. --Library Journal