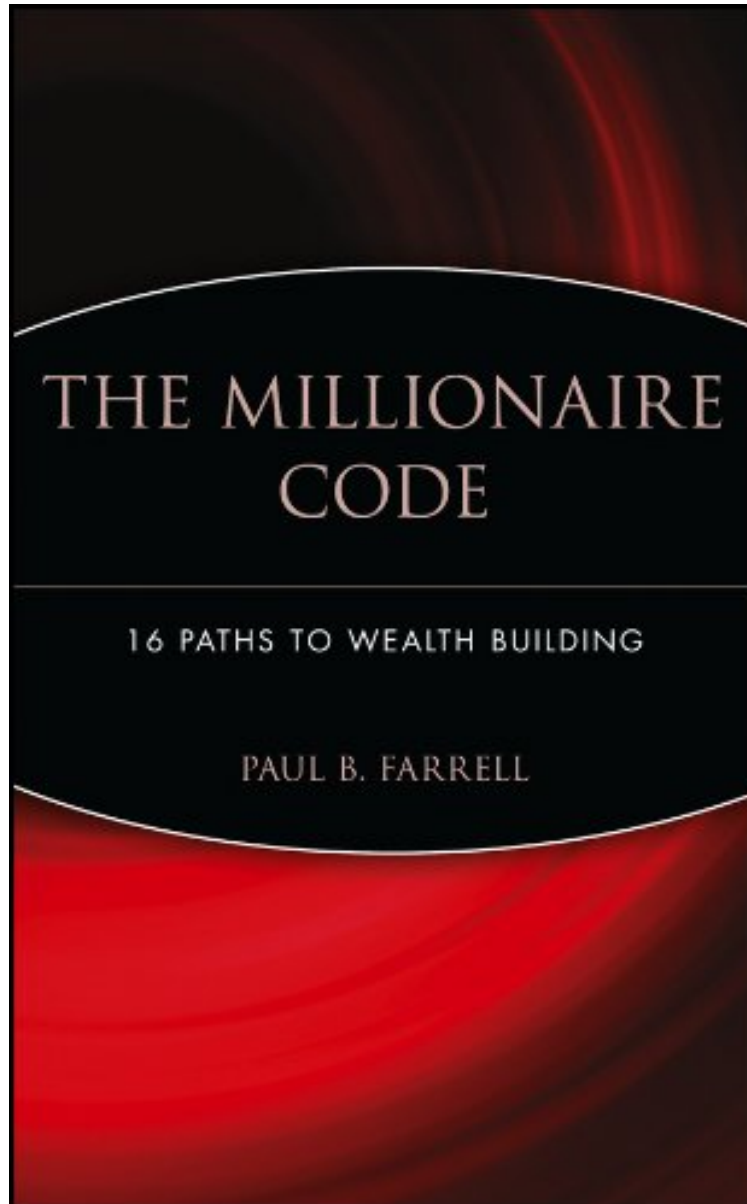


(Mobile book) The Millionaire Code: 16 Paths to Wealth Building

## The Millionaire Code: 16 Paths to Wealth Building

*Paul B. Farrell*

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Praise for THE MILLIONAIRE CODE "A wonderfully worthy book, especially in an era when the wrong kind of capitalism has been in the driver's seat. The Millionaire Code is about something far more noble than money—the joy of living your life to the fullest simply by finding what it is you love to do, and then doing it. 'Hats off' to Paul Farrell for picking up where William Shakespeare left off: 'This above all: to thine own self be true.'" -John C. Bogle Founder and former CEO, The Vanguard Group "To make your savings grow, you need to know three things: the way the markets work, the way market history works, and the way you work. Let Paul Farrell take you on an enlightening, enjoyable, and profitable journey to the inner self of the successful investor." -William J. Bernstein, PhD, MD author of The Four Pillars of Investing: Lessons for Building a Winning Portfolio and The Intelligent Asset Allocator "Combining personality theory, solid investment advice, and Zen philosophy, Paul Farrell demonstrates concretely how necessary it is to combine your personality and investing styles in order to create meaningful wealth. If you want to learn what it takes to develop your own unique investment strategy—the only kind likely to succeed—this is the book to get." -Dr. Richard Geist Clinical Instructor, Department of Psychiatry (Psychology) Harvard Medical School "An important work. Leave it to Paul Farrell to provide a truly unique insight into the minds of millionaire investors. I have been impressed with Paul Farrell's work for many years. His latest book, The Millionaire Code, provides an important contribution to the world of investing. Truly unique insights." -Charles Carlson author, Eight Steps to Seven Figures: The Investment Strategies of Everyday Millionaires and How You Can Become Wealthy Too "It's often said that if you don't know who you are, Wall Street is an expensive place to find out. By helping you understand more about yourself, this book will help you become a more successful investor." -Ric Edelman Chairman, Edelman Financial Services, author of Ordinary People, Extraordinary Wealth, and Discover the Wealth Within You

From the Inside Flap Do you want to become a millionaire? Seriously, do you really want to become a millionaire? If the answer is "yes" then you're in luck, because no matter who you are, you already have all the tools to achieve this goal. Dr. Paul Farrell will show you how to harness that power. First, you need to get in touch with your secret millionaire's personality code. Then, get into action and travel the path that best suits your unique personality. The Millionaire Code will show you how to do all that and much more. Unlike so many other books that offer a "one-size-fits-all" approach to becoming a millionaire, this comprehensive guide will help you discover the only real way you can ever become a millionaire—your way! Author Paul Farrell believes that understanding who you are is the first step toward becoming a millionaire. He has created a personality profiling system to help you discover the type of millionaire you really are. Once you're in sync with your true personality type, you will quickly understand your individual strengths and weaknesses, so you can focus your efforts on becoming a millionaire. Filled with in-depth insights and practical advice, The Millionaire Code will clearly show you how to create a personal road map for success. In four intensely engaging and penetrating sections, this unique book will: Provide a valuable overview of the history and science supporting personality profiling Detail a simple self-test that will enable you to identify the four distinguishing factors in your unique Millionaire's Code Discuss Millionaire Temperaments that will give you four quick "shortcuts" into the depth of your personality Discover your true character and mission in life, fulfill your dreams, and help you get rich in spirit and in fact Once you take the test, have your unique four-letter code, and are pointed in the right direction, you'll be introduced to sixteen different and fascinating millionaire personalities, from the visionary thinker to the results-oriented expert. Each profile summarizes the distinguishing characteristics of this personality type, what makes them tick, and how they are most likely to become financially successful in the world as well as fulfill their true destiny. In looking at each of these personalities you'll receive invaluable lessons about the opportunities and challenges that lie ahead in your journey, and what you can do to get there. There is no "one way" to become a millionaire because no two people are alike. Your way is the only real way—and you will find it within these pages. With The Millionaire Code as your guide, you'll learn how to discover the real you and unleash the millionaire within.

From the Back Cover Praise for THE MILLIONAIRE CODE "A wonderfully worthy book, especially in an era when the wrong kind of capitalism has been in the driver's seat. The Millionaire Code is about something far more noble than money—the joy of living your life to the fullest simply by finding what it is you love to do, and then doing it. 'Hats off' to Paul Farrell for picking up where William Shakespeare left off: 'This above all: to thine own self be true.'" -John C. Bogle Founder and former CEO, The Vanguard Group "To make your savings grow, you need to know three things: the way the markets work, the way market history works, and the way you work. Let Paul Farrell take you on an enlightening, enjoyable, and profitable journey to the inner self of the successful investor." -William J. Bernstein, PhD, MD author of The Four Pillars of Investing: Lessons for Building a Winning Portfolio and The Intelligent Asset Allocator "Combining personality theory, solid investment advice, and Zen philosophy, Paul Farrell demonstrates concretely how necessary it is to combine your personality and investing styles in order to create meaningful wealth. If you want to learn what it takes to develop your own unique investment strategy—the only kind likely to succeed—this is the book to get." -Dr. Richard Geist Clinical Instructor, Department of Psychiatry (Psychology) Harvard Medical School "An important work. Leave it to Paul Farrell to provide a truly unique insight into the minds of millionaire investors. I have been impressed with Paul Farrell's work for many years. His latest book, The Millionaire Code, provides an

important contribution to the world of investing. Truly unique insights." ndash;Charles Carlson author, Eight Steps to Seven Figures: The Investment Strategies of Everyday Millionaires and How You Can Become Wealthy Too "It's often said that if you don't know who you are, Wall Street is an expensive place to find out. By helping you understand more about yourself, this book will help you become a more successful investor." ndash;Ric Edelman Chairman, Edelman Financial Services, author of Ordinary People, Extraordinary Wealth, and Discover the Wealth Within You About the Author PAUL B. FARRELL, JD, PhD, is an investing and personal finance columnist for CBS MarketWatch. Dr. Farrell has written more than 1,000 columns, many of which have been syndicated on America Online, Yahoo!, and E\*Trade.com. He frequently appears on television and radio, including CNBC, CNN, Bloomberg, and FOX. He has written four books and previously worked as an executive vice president of Financial News Network, associate editor of the Los Angeles Herald Examiner, and as an investment banker with Morgan Stanley.