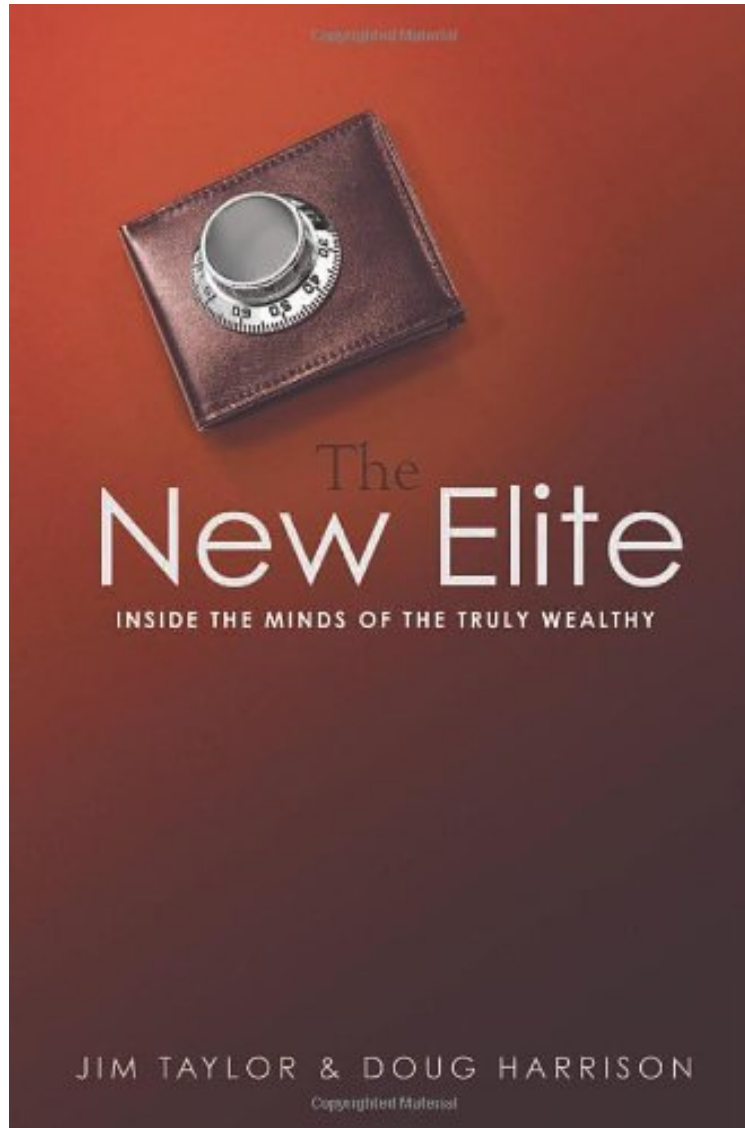


(Download pdf ebook) The New Elite: Inside the Minds of the Truly Wealthy

## The New Elite: Inside the Minds of the Truly Wealthy

*Dr. Jim Taylor*

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**Dr. Jim Taylor : The New Elite: Inside the Minds of the Truly Wealthy** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The New Elite: Inside the Minds of the Truly Wealthy:

1 of 1 people found the following review helpful. Loved itBy Glen AlisI liked this book a lot. It is so interesting what kind of world we live in and how the new elite are shaping the new world.2 of 2 people found the following review helpful. The Approach is ExcellentBy Silviu TI love that this book is not just a collection of "lessons" that someone compiled about how to become rich, but that it's a portrait of rich people. That's a huge distinction, and it's what makes this book different from a self-help-wealth book.0 of 0 people found the following review helpful. AmazingBy Sean D

We are all fascinated by them - that enigmatic class of people often referred to as the rich. In our fantasies, we envision them living in extreme luxury in million dollar mansions, cruising on yachts and jetting off to exotic locales at a moments notice. In "The New Elite", the authors reveal what drives our country's most powerful and influential class, what they want, where they shop and how they really spend their money. With candor and unique insight, they reveal that the people who drive our economy are not Ivy-league educated, luxury seeking socialites. Today's power elite no longer have last names like Rockefeller, DuPont, and Vanderbilt and they aren't necessarily in the limelight. Nearly half of them attended state schools and most of them come from poor or middle class backgrounds. While they include luminaries like Bill Gates, David Geffen, Ralph Lauren and Donald Trump, they may also include the small business owner next door. Based on thorough research and unprecedented access, "The New Elite" uncovers the five classes of America's new wealthy - including those who struggle with its implications, those who refuse to let it change them, and those who give it away and how each of them is changing our culture and economy. Often surprising and eminently entertaining, this is an enlightening and illuminating look at America's real ruling class, the profound ways they have redefined what it means to be rich, and the very real ways they are reshaping our country and our world.

From Publishers Weekly Marketing consultant Taylor and branding specialist Harrison mine success stories of the truly rich to learn how they acquired their fortunes, whether it has changed them and how they live their lives. Arguing that the wealthy are poorly understood by the average American, the media and marketers of high-end products, the authors contend that accurately understanding this group is critical for success in the marketing, sales, product development, branding and advertising fields. They dispel the myth that most of the rich have inherited their money and reveal the socioeconomic factors behind their self-made rises to success. Exploring how the rich spend their money and what influences their buying decisions, the authors identify the five classes of the newly wealthy with distinct reactions to the value and purpose of money—neighbors, wrestlers, patrons, mavericks and directors—groups that greatly differ in their lifestyles and financial attitudes. Charts and graphs throughout distill key data into easy-to-grasp nuggets, lending clarity to this book whose fresh take on the habits of the American economic elite will be indispensable to marketers. (Sept.) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. From Booklist \*Starred \* Whom would you label as "truly wealthy"? According to market researchers Taylor and Doug Harrison, who have studied more than 6,000 individuals in four years, the answer is a cool \$5 million in liquid assets. But that's where the commonalities end. Emphasizing their roots in marketing science, the authors spin a fascinating, statistically illustrated narrative of the—surprise!—hardworking, middle-class small-business owners, beginning with a retrospective of the four historical phases of American wealth creation: agrarian, industrial, corporate, and entrepreneurial. They delve into shopping and acquisition tendencies, discuss offsprings' attitudes toward work and wealth, and validate the growing philanthropy of the wealth boomers. Yet differences exist, as in their five lifestyle typologies: neighbors, who don't change their lives; wrestlers, dealing with paradoxes; mavericks, using the motto "In Me I Trust"; directors, who consider money as essential to living the good life; and patrons, giving back to civilization. Throughout, the charts and percentages are enlivened with real-people stories, including Jim McCann, head of 1-800-FLOWERS, who realized \$20 million after the company's IPO. Great reading, even better inspiration for millionaires-to-be. --Barbara Jacobs "Charts and graphs throughout distill key data into easy-to-grasp nuggets, lending clarity to this book whose fresh take on the habits of the American economic elite will be indispensable to marketers." -- Publishers Weekly "Great reading, even better inspiration for millionaires-to-be." ALA Booklist (Starred ) "take heed, luxury providers: if you pay more attention to the elite customers' history and disposition, you are more likely to strike gold." Time magazine "If you are interested to marketing to the super-wealthy, try this fascinating book to tell you who they are, where they are, and what they do." Life Insurance Selling "a must-read for consumer marketers and interesting reading for the rest of us." Graziadio Business Report "This book, written by Jim Taylor, Doug Harrison (marketing researchers) and Stephen Kraus (social psychologist) promises to present the many different faces of the American rich. Love them or hate them, we certainly notice the rich (and often court them). Try as we might, we can't ignore them. Nor should we." Wall Street Journal Wealth Report Blog "Want to get inside the minds of the truly wealthy? The New Elite offers exclusive access to the new financial elite and some surprising answers as to how they achieved their economic status." -- QRCA s