



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

Martin S. Fridson

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"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

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Danny Whittemore:

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Sandy Holiday:

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Jose Laney:

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Vanessa Gibson:

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