



The Millionaire Mind

By Thomas J. Stanley

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"Readers with an entrepreneurial turn of mind will devour *The Millionaire Mind* because it provides road maps on how millionaires found their niches." After its first publication, Dr. Thomas J. Stanley's second best-seller *The Millionaire Mind* spent over four months on the New York Times best-seller list, rising to position #2, and has sold over half a million copies. Here is the first paperback edition of Stanley's second groundbreaking study of America's wealthy.

The Millionaire Mind targets a population of millionaires who have accumulated substantial wealth and live in ways that openly demonstrate their affluence. Exploring the ideas, beliefs, and behaviors that enabled these millionaires to build and maintain their fortunes, Dr. Stanley provides a fascinating look at who America's financial elite are and how they got there.

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*What were their school days like?

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*How did they respond to negative criticism?

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*What are the characteristics of the millionaire's spouse?

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*Is religion an important part of their lives?

The author uncovers the surprising answers to these and similar questions, showing readers through concrete examples just what it is that makes the wealthy prosper when others would turn away dejected or beaten.

The Millionaire Mind promises to be as transformational as Dr. Stanley's previous best-seller. This book answers universal questions with solid statistical evidence in an approachable, and anecdotal style. The number of copies sold of this soon-to-be-classic will surely be in the millions.



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Editorial Review

Amazon.com Review

What do you do after you've written the No. 1 bestseller *The Millionaire Next Door*? Survey 1,371 more millionaires and write *The Millionaire Mind*. Dr. Stanley's extremely timely tome is a mixture of entertaining elements. It resembles Regis Philbin's hit show (and CD-ROM game) *Who Wants to Be a Millionaire*, only you have to pose real-life questions, instead of quizzing about trivia. Are you a gambling, divorce-prone, conspicuously consuming "Income-Statement Affluent" Jacuzzi fool soon to be parted from his or her money, or a frugal, loyal, resale your shoes and buy your own groceries type like one of Stanley's "Balance-Sheet Affluent" millionaires? "Cheap dates," millionaires are 4.9 times likelier to play with their grandkids than shop at Brooks Brothers. "If you asked the average American what it takes to be a millionaire," he writes, "they'd probably cite a number of predictable factors: inheritance, luck, stock market investments.... Topping his list would be a high IQ, high SAT scores and grade-point average, along with attendance at a top college." No way, says Stanley, backing it up with data he compiled with help from the University of Georgia and Harvard geodemographer Jon Robbin. Robbin may wish he'd majored in socializing at L.S.U., instead, because the numbers show the average millionaire had a lowly 2.92 GPA, SAT scores between 1100 and 1190, and teachers who told them they were mediocre students but personable people. "Discipline 101 and Tenacity 102" made them rich. Stanley got straight C's in English and writing, but he had money-minded drive. He urges you to pattern your life according to Yale professor Robert Sternberg's *Successful Intelligence*, because Stanley's statistics bear out Sternberg's theories on what makes minds succeed--and it ain't IQ.

Besides offering insights into millionaires' pinchpenny ways, pleasing quips ("big brain, no bucks"), and 46 statistical charts with catchy titles, Stanley's book booms with human-potential pep talk and bristles with anecdotes--for example, about a bus driver who made \$3 million, a doctor (reporting that his training gave him zero people skills) who lost \$1.5 million, and a loser scholar in the bottom 10 percent on six GRE tests who grew up to be Martin Luther King Jr. Read it and you'll feel like a million bucks. --Tim Appelo

From Library Journal

In *The Millionaire Next Door*, read by Cotter Smith, Stanley (Marketing to the Affluent) and Danko (marketing, SUNY at Albany) summarize findings from their research into the key characteristics that explain how the elite club of millionaires have become "wealthy." Focusing on those with a net worth of at least \$1 million, their surprising results reveal fundamental qualities of this group that are diametrically opposed to today's earn-and-consume culture, including living below their means, allocating funds efficiently in ways that build wealth, ignoring conspicuous consumption, being proficient in targeting marketing opportunities, and choosing the "right" occupation. It's evident that anyone can accumulate wealth, if they are disciplined enough, determined to persevere, and have the merest of luck. In *The Millionaire Mind*, an excellent follow-up to the highly successful first analysis of how ordinary folks can accumulate wealth, Stanley interviews many more participants in a much more comprehensive study of the characteristics of those in this economic situation. The author structures these deeper details into categories that include the key success factors that define this group, the relationship of education to their success, their approach to balancing risk, how they located themselves in their work, their choice of spouse, how they live their daily lives, and the significant differences in the truth about this group vs. the misplaced image of high spenders. Narrator Smith's solid, dead-on reading never fails to heighten the importance of these principles that most twentysomethings should be forced to listen to in toto. Highly recommended for all public libraries. Dale Farris, Groves, TX

Review

"Readers with an entrepreneurial turn of mind will devour The Millionaire Mind because it provides road maps on how millionaires found their niches" USA Today

Users Review

From reader reviews:

Terry Matlock:

This The Millionaire Mind book is simply not ordinary book, you have it then the world is in your hands. The benefit you receive by reading this book is usually information inside this publication incredible fresh, you will get data which is getting deeper you actually read a lot of information you will get. This The Millionaire Mind without we realize teach the one who reading it become critical in contemplating and analyzing. Don't possibly be worry The Millionaire Mind can bring when you are and not make your case space or bookshelves' grow to be full because you can have it within your lovely laptop even cell phone. This The Millionaire Mind having excellent arrangement in word and layout, so you will not truly feel uninterested in reading.

Carolyn Berndt:

The publication untitled The Millionaire Mind is the publication that recommended to you to study. You can see the quality of the guide content that will be shown to a person. The language that writer use to explained their way of doing something is easily to understand. The writer was did a lot of study when write the book, therefore the information that they share for your requirements is absolutely accurate. You also can get the e-book of The Millionaire Mind from the publisher to make you more enjoy free time.

Jennifer Jackson:

People live in this new morning of lifestyle always attempt to and must have the spare time or they will get large amount of stress from both way of life and work. So , whenever we ask do people have free time, we will say absolutely yes. People is human not a robot. Then we question again, what kind of activity do you possess when the spare time coming to an individual of course your answer will probably unlimited right. Then ever try this one, reading textbooks. It can be your alternative within spending your spare time, the actual book you have read will be The Millionaire Mind.

James Wood:

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