



The Millionaire Next Door: The Surprising Secrets of America's Wealthy

By Thomas J. Stanley, William D. Danko

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A New York Times bestseller for eighty-nine weeks. Learn the seven common denominators that show up again and again among people who have built their personal fortunes from scratch -- then put these lessons to work for you!

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Editorial Review

Amazon.com Review

How can you join the ranks of America's wealthy (defined as people whose net worth is over one million dollars)? It's easy, say doctors Stanley and Danko, who have spent the last 20 years interviewing members of this elite club: you just have to follow seven simple rules. The first rule is, always live well below your means. The last rule is, choose your occupation wisely. You'll have to buy the book to find out the other five. It's only fair. The authors' conclusions are commonsensical. But, as they point out, their prescription often flies in the face of what we think wealthy people should do. There are no pop stars or athletes in this book, but plenty of wall-board manufacturers--particularly ones who take cheap, infrequent vacations! Stanley and Danko mercilessly show how wealth takes sacrifice, discipline, and hard work, qualities that are positively discouraged by our high-consumption society. "You aren't what you drive," admonish the authors. Somewhere, Benjamin Franklin is smiling.

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

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Review

The implication of *The Millionaire Next Door*...is that nearly anybody with a steady job can amass a tidy fortune. (*Forbes*)

The kind of information that could lift the economic prospects of individuals more than any government policy...*The Millionaire Next Door* has a theme that I think rings very true..."Hey, I can do it. You can do it too!" (Rush Limbaugh)

[A] Remarkable book. (*The Washington Post*)

A nerve has been hit....[For] people who want to become wealthy. (*USA Today*)

A primer for amassing wealth through frugality. (*The Boston Globe*)

An interesting sociological work. (*Business Week*)

A fascinating examination of the affluent in American society. (*The Dispatch (Lexington, NC), (Nc Dispatch)*)

These, for the wise, are tips for all of us....A very readable book. (*Cox News Service*)

Debunks the image of the rich as high-living spendthrifts. (*U.S. News and World Report*)

I love the book, *The Millionaire Next Door*. It talks about how it is a myth that most millionaires in America have inherited their money. The fact is, we have created such a great country over 250 years. We have actually found the way for poor people to go from nothing to huge wealth and to create a life-changing opportunity for their children and grandchildren. We celebrate it, write movies about it, and our libraries are full of books about it. There is nothing wrong with that. (Bernie Sanders)

The authors mine reams of data to show the surprisingly frugal traits millionaires have in common. "The main lesson provided is that high income does not equal wealth," said J.R. Rosskamp, managing director of Veritas Partners, Inc., a business consulting firm. Rosskamp calls "Millionaire Next Door" a "must read, and the earlier the better." (*Chicago Tribune*)

Users Review

From reader reviews:

Donna Gray:

Why don't make it to be your habit? Right now, try to prepare your time to do the important work, like looking for your favorite book and reading a e-book. Beside you can solve your long lasting problem; you can add your knowledge by the reserve entitled *The Millionaire Next Door: The Surprising Secrets of America's Wealthy*. Try to make book *The Millionaire Next Door: The Surprising Secrets of America's Wealthy* as your friend. It means that it can being your friend when you feel alone and beside those of course make you smarter than ever before. Yeah, it is very fortunated in your case. The book makes you considerably more confidence because you can know almost everything by the book. So , let me make new experience and knowledge with this book.

Lewis Wood:

Now a day individuals who Living in the era exactly where everything reachable by talk with the internet and the resources within it can be true or not call for people to be aware of each details they get. How individuals to be smart in getting any information nowadays? Of course the answer then is reading a book. Reading through a book can help people out of this uncertainty Information specifically this *The Millionaire Next Door: The Surprising Secrets of America's Wealthy* book since this book offers you rich information and knowledge. Of course the knowledge in this book hundred % guarantees there is no doubt in it you may already know.

Daniel Scott:

The actual book *The Millionaire Next Door: The Surprising Secrets of America's Wealthy* has a lot of knowledge on it. So when you read this book you can get a lot of profit. The book was compiled by the very famous author. Tom makes some research just before write this book. This specific book very easy to read you may get the point easily after scanning this book.

Donald Noble:

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