

The New Elite: Inside the Minds of the Truly Wealthy

Jim Taylor , Doug Harrison , Stephen Kraus

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Profiles the characteristics of America's wealthy, examining mindsets and lifestyles, attitudes and values, and saving, investment, and consumption patterns and preferences.

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


Date : Published (first published August 1st 2008)

ISBN :

Author : Jim Taylor , Doug Harrison , Stephen Kraus

Format : Kindle Edition 256 pages

Genre : Sociology, Economics, Finance, Nonfiction, Business

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From Reader Review The New Elite: Inside the Minds of the Truly Wealthy for online ebook

BLACK CAT says

Marketing profile of the current elite: mostly entrepreneurs, 40-years +, that represent the 1% of the population and hold half or more of the world assets.

Jessica says

In the same vein as "The Millionaire Next Door."

Gwen Daniels says

A crash course in the upper echelon that's informative and enjoyable for any advertiser like me who's targeting the affluent.

Hatem says

I have my doubts about how accurate the data is and how it was collected. Also, the fact that the book was written by 3 marketeers biased towards the wealthy makes me more and more skeptic about the whole rhetoric.

Some of the tables and graphs are not well documented/credited so I don't really know how accurate the info is. In some graphs the numbers just don't add up I didn't really know how to interpret the data.

However inaccurate the data, the book presents some very interesting insights. If I looked over the marketing stunts of the authors, I find it very useful to study the wealthy and their lives and how they accumulated their wealth.

At the beginning of the book, there were many references to other books about various topics like economics, history, and marketing who I find to be great selection of books actually.

The part about the wealthy spending habits is very informative. Despite the fact that the distinction between passion shopping and logic shopping is obvious, some of the insights in the book were unusual and and unpredicted. It's clear that conventional wisdom on shopping habits doesn't always apply to the wealthy.

I think the best part was the psychological analysis of the apprentices (the new wealthy) and how they may lose family and friendships and seek the "stealth-wealth" mode out of fear of bankruptcy.

Overall, the segmentation of wealthy dine by the authors gives a very deep insight into the minds of the wealthy and why they behave differently.

Wolfgang says

The best book on the subject that anthropologically quantifies characteristics of this group beyond mass media stereotypes.

Dimitri Derosé says

This is an excellent book for people who would like to learn more about how wealthy manage their wealth and describe how their image of wealth changes over time. It does not tell you how they become wealthy, but it gives you insight how they utilize money.

Alex Linebrink says

Awesome book of case-study after case-study looks into the minds of today's most successful entrepreneurs. Really interesting stuff.

Donna says

The authors grouped the wealthy into types and categories, new money, old money, millionaires, and billionaires. They used statistics on how they live and the how's and whys they make purchases. This was not the explanation I was hoping for. I was looking for a more in depth stuff on the traits and habits of the minds of the wealthy.

Of course I did find my habits and traits in more than a few types.....now to get the money?!

Nick says

The authors focus a lot of the book on the misconceptions the super rich "suffer" in America, and delve into the origins of their vast wealth and their habits. If you've read "the millionaire next door" then you're gonna find this book to be somewhat related.

R says

Good outline of New Elite

This book had a good theory on what makes up the new elite. However I don't think it's quite that different

from the old money rich. The first generation of any wealthy family usually always comes from the middle class. As there wealth grows they change there thinking, spending, and protecting of there wealth to the time tested principles of old money. Thus the new elite of this generation is really just a description of pretty much every first generation of wealthy families throughout history.

Glen Alis says

Loved it

I 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.

Loren says

I wasn't a big fan of the book because I was looking for insight & tips & advice on how to become wealthy & the book was thin in that area. The book is mainly worth reading if you are just interested in how wealthy live such as their lifestyle. It's thin on how to accumulate wealth.

Alex Moskalyuk says

This is very similar to Millionaire Next Door - a statistical approach to studying American wealthy. The authors extend their work to attempting to classify the survey respondents into a few buckets ranking by both amount of wealth and exhibited behavior. While Millionaire Next Door focuses more on dispelling common myths (most of truly wealthy do not have a wine cellar, while most of wine cellar owners are in the millionaire-wannabe category), The New Elite is written for the audience of people selling to the rich, so it concentrates more on preferred brands and experiences.

Missie says

Interesting read. It changed my views on small businesses

Judith says

About the rich and what we conceive and what actually is.
We all have our bias.
