

Trump 101: The Way to Success

By Donald J. Trump

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In *Trump 101*, Trump himself becomes your personal mentor and coach as he shares tips, tactics, and strategies, all designed to help you make the most of yourself, your career, and your life. Each chapter covers a basic rule or belief, and shows you how to make it work for you. Learn the vital qualities and skills that every successful businessperson needs.

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Editorial Review

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This collection of Trump's wisdom, inspiration, and advice is organized around 20 distinctive motivational themes, including "Don't Waste Your Life on Work You Don't Love," "Set the Bar High," "Tough It Out: Be Persistent," "The Proof Is in the Doing: Learn by Doing and Taking Risks," "Your Gut Is Your Best Advisor: Listen to Your Instincts," "Negotiate to Win: Use Diplomacy," "Swim against the Tide: The Comfort Zone Can Pull You Under," "Wait for the Right Pitch: Business Success Is All about Patience and Timing," and "Do More--Always Do More: Constantly Try to Top Yourself." Although this is clearly a high-profile public-relations effort, Trump's insight and business principles offer valuable lessons. *Mary Whaley*
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Review

Read this...Do say: "Show me the money." Don't say: "You're fired." (The Guardian, December 2006)

From the Inside Flap

Being successful in business requires much more than hard work and good ideas. You have to be persistent, tough, confident, curious, flexible, passionate, patient, and in love with what you're doing. You were probably born with some of these qualities; the rest, you can and must develop. Now, you can learn them from the very best—Donald Trump.

In *Trump 101*, Trump himself becomes your personal mentor and coach as he shares tips, tactics, and strategies, all designed to help you make the most of yourself, your career and your life.

In his singular, no-nonsense style, Trump gives you smart, vital information. Each chapter contains a basic rule or belief, and shows you how to make it work for you. You'll also find challenging questions submitted to Trump on his popular Trump University blog, along with frank and honest answers.

Discover what Trump can teach you about the most important qualities and skills that every businessperson needs. The world's greatest dealmaker shows you how to:

- Find the work you love and do it
- Set high standards and meet them
- Think Trump-scale
- Negotiate to win
- Be tough, not nasty
- Turn problems, even disasters, into gold
- Concentrate on your target
- And much, much more

If, like Donald Trump, you're a busy person, caught up in the relentless race to learn, adapt to constant change, and do more, faster, and better than ever before, *Trump 101* fits right into your hectic schedule. Each brief, pithy entry delivers hard-won wisdom guaranteed to raise both your spirits and your business prospects right now.

As Trump emphasizes repeatedly, knowledge is power. If you're searching for the knowledge that will power your career far beyond your wildest dreams, there's only one place to start—*Trump 101*.

Users Review

From reader reviews:

Margaret Clayton:

As people who live in the actual modest era should be update about what going on or information even knowledge to make these people keep up with the era that is always change and move forward. Some of you maybe will certainly update themselves by reading through books. It is a good choice in your case but the problems coming to anyone is you don't know which one you should start with. This Trump 101: The Way to Success is our recommendation to help you keep up with the world. Why, since this book serves what you want and want in this era.

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Lisa Robinson:

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