



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

By Thomas J. Stanley, William D. Danko



Download



Read Online



Get Print Book

The Millionaire Next Door: The Surprising Secrets of America's Wealthy By Thomas J. Stanley, William D. Danko

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!



[Download The Millionaire Next Door: The Surprising Secrets ...pdf](#)



[Read Online The Millionaire Next Door: The Surprising Secret ...pdf](#)

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

By Thomas J. Stanley, William D. Danko

The Millionaire Next Door: The Surprising Secrets of America's Wealthy By Thomas J. Stanley, William D. Danko

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!

The Millionaire Next Door: The Surprising Secrets of America's Wealthy By Thomas J. Stanley, William D. Danko **Bibliography**

- Sales Rank: #12229 in Books
- Brand: Longstreet Press
- Published on: 1996-10-28
- Original language: English
- Number of items: 1
- Dimensions: 9.20" h x .82" w x 6.30" l, 1.08 pounds
- Binding: Hardcover
- 258 pages

 [Download The Millionaire Next Door: The Surprising Secrets ...pdf](#)

 [Read Online The Millionaire Next Door: The Surprising Secret ...pdf](#)

Download and Read Free Online The Millionaire Next Door: The Surprising Secrets of America's Wealthy By Thomas J. Stanley, William D. Danko

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

Copyright 2001 Reed Business Information, Inc.

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:

Charlotte Maas:

The book *The Millionaire Next Door: The Surprising Secrets of America's Wealthy* give you a sense of feeling enjoy for your spare time. You need to use to make your capable more increase. Book can to be your best friend when you getting strain or having big problem using your subject. If you can make reading a book *The Millionaire Next Door: The Surprising Secrets of America's Wealthy* for being your habit, you can get much more advantages, like add your own capable, increase your knowledge about a few or all subjects. You can know everything if you like open up and read a reserve *The Millionaire Next Door: The Surprising Secrets of America's Wealthy*. Kinds of book are a lot of. It means that, science e-book or encyclopedia or others. So , how do you think about this book?

Alex Lynch:

The guide untitled *The Millionaire Next Door: The Surprising Secrets of America's Wealthy* is the book that recommended to you you just read. You can see the quality of the publication content that will be shown to an individual. The language that publisher use to explained their ideas are easily to understand. The writer was did a lot of investigation when write the book, so the information that they share for your requirements is absolutely accurate. You also will get the e-book of *The Millionaire Next Door: The Surprising Secrets of America's Wealthy* from the publisher to make you more enjoy free time.

Carlos Terrill:

Reading can called brain hangout, why? Because if you find yourself reading a book mainly book entitled The Millionaire Next Door: The Surprising Secrets of America's Wealthy your mind will drift away trough every dimension, wandering in each and every aspect that maybe unknown for but surely can become your mind friends. Imaging every single word written in a publication then become one web form conclusion and explanation that will maybe you never get previous to. The The Millionaire Next Door: The Surprising Secrets of America's Wealthy giving you another experience more than blown away your brain but also giving you useful information for your better life on this era. So now let us teach you the relaxing pattern this is your body and mind will probably be pleased when you are finished reading it, like winning a. Do you want to try this extraordinary wasting spare time activity?

Laura Crabtree:

Is it anyone who having spare time in that case spend it whole day simply by watching television programs or just laying on the bed? Do you need something totally new? This The Millionaire Next Door: The Surprising Secrets of America's Wealthy can be the respond to, oh how comes? It's a book you know. You are and so out of date, spending your time by reading in this completely new era is common not a geek activity. So what these guides have than the others?

Download and Read Online The Millionaire Next Door: The Surprising Secrets of America's Wealthy By Thomas J. Stanley, William D. Danko #QHYOF2UCZRV

Read The Millionaire Next Door: The Surprising Secrets of America's Wealthy By Thomas J. Stanley, William D. Danko for online ebook

The Millionaire Next Door: The Surprising Secrets of America's Wealthy By Thomas J. Stanley, William D. Danko Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Millionaire Next Door: The Surprising Secrets of America's Wealthy By Thomas J. Stanley, William D. Danko books to read online.

Online The Millionaire Next Door: The Surprising Secrets of America's Wealthy By Thomas J. Stanley, William D. Danko ebook PDF download

The Millionaire Next Door: The Surprising Secrets of America's Wealthy By Thomas J. Stanley, William D. Danko Doc

The Millionaire Next Door: The Surprising Secrets of America's Wealthy By Thomas J. Stanley, William D. Danko Mobipocket

The Millionaire Next Door: The Surprising Secrets of America's Wealthy By Thomas J. Stanley, William D. Danko EPub