

The Millionaire Next Door

By Stanley and Danko

The book The Millionaire Next Door is about how to generate and accumulate wealth.

Wealth provides:

- Access to resources (the best education and training, the best health care, investments, technology)
- Freedom (to take time off, to travel, to have leisure pursuits, to live wherever you please)
- Influence (philanthropy, standing in the community)
- Security (safety, all basic needs are met)

The following pages are the first chapter in the book. The book can be obtained at www.amazon.com

Review 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 twenty-somethings should be forced to listen to in toto. Highly recommended for all public libraries. Dale Farris, Groves, TX"