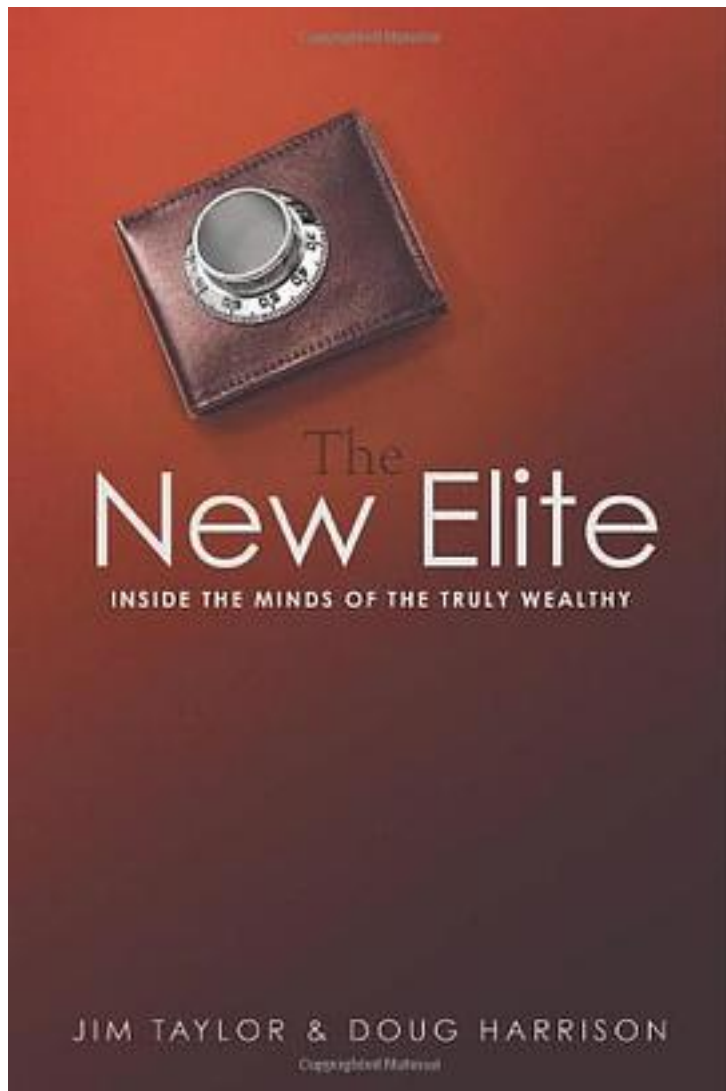


The New Elite



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Marketing consultant Taylor and branding specialist Harrison mine success stories of the truly rich to learn how they acquired their fortunes, whether it has changed them and how they live their lives. Arguing that the wealthy are poorly understood by the average American, the media and marketers of high-end products, the authors contend that accurately understanding this group is critical for success in the marketing, sales, product development, branding and advertising fields. They dispel the myth that most of the rich have inherited their money and reveal the socioeconomic factors behind their self-made rises to success. Exploring how the rich spend their money and what influences their buying decisions, the authors identify the five classes of the newly wealthy with distinct reactions to the value and purpose of money—neighbors, wrestlers, patrons, mavericks and directors—groups that greatly differ in their lifestyles and financial attitudes. Charts and graphs throughout distill key data into easy-to-grasp nuggets, lending clarity to this book whose fresh take on the habits of the American economic elite will be indispensable to marketers.

作者介绍:

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标签

生活

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wealthy

评论

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书评

一个偶然的动机促使三位作者开始研究当前美国的有钱人。他们是谁？怎么获得财富的？他们的价值观是怎样的？钱给他们带来了什么？他们如何花钱？在哪里购买？他们的子女怎样？他们退休后做什么？现在开始挑战一下自己的记忆力：
定义：5%的美国人占据了个人财富总额的60%。书中...

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