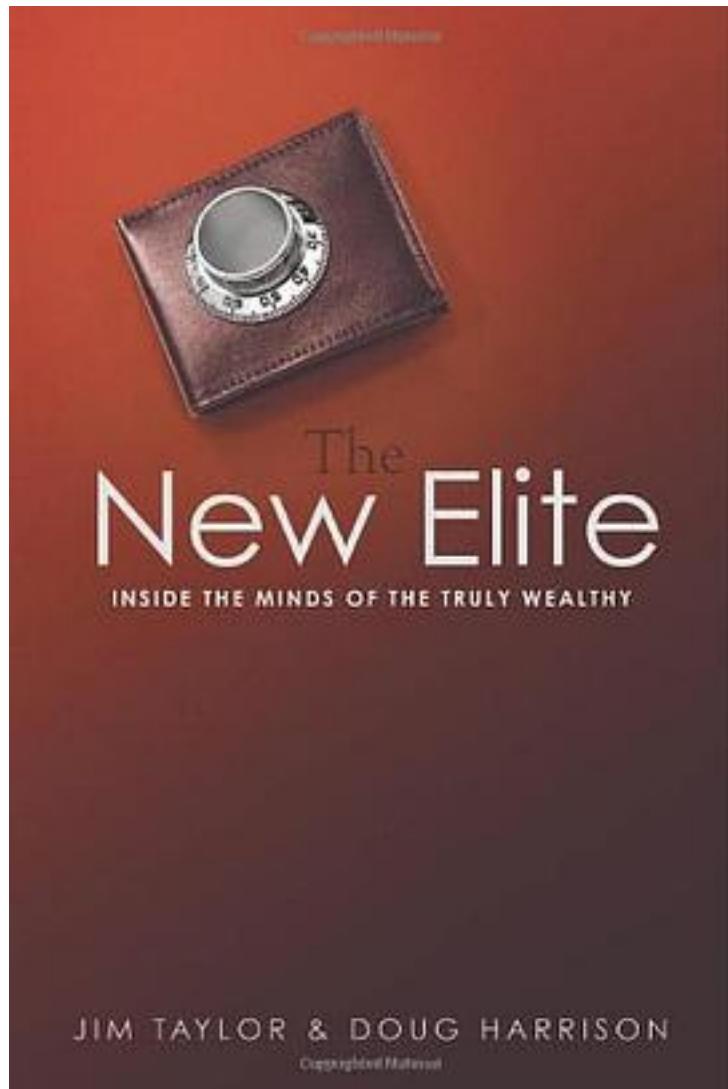


The New Elite



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We are all fascinated by them - that enigmatic class of people often referred to as the rich. With all the emphasis on the rich and famous in America, we would think we know everything about them. In reality, very few of us truly understand those who make up the very wealthiest Americans - those with liquid assets of \$5 million or more. What is this new class of people and how did they get that way? In *The New Elite*, the authors reveal what motivates our country's most powerful and influential class, what they want, where they shop, and how they really spend their money. With candor and unique insight, they reveal that the people who drive our economy are not Ivy league-educated, luxury-seeking socialites. While they include luminaries like Bill Gates, David Geffen, Ralph Lauren, and Donald Trump, they also include the small business owner next door. Based on unprecedented research with hundreds of interviews with members of this unique group, *The New Elite* uncovers the five classes of America's newly wealthy - including those who struggle with its implications, those who refuse to let it change them, and those who give it away, and how each of them is changing our culture and economy. This is an entertaining and enlightening look at America's ruling class, the profound ways they have redefined what it means to be rich, and how we court them.

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