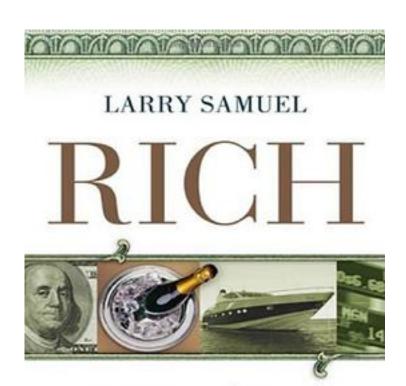
Rich



THE RISE and FALL of AMERICAN WEALTH CULTURE



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As Americans, we have been taught to be obsessed with money and the people who have it. We are curious about what they buy, where they vacation, and what separates

them from the rest of us. "Rich" puts the American obsession with all things money into much-needed perspective and context, exposing the origins of the upper class. The book traces the history of the American rich from 1920 up to today, examining the who, what, when, where, and why of the wealthy elite. With its hundreds of compelling, real-life stories, "Rich" offers a fascinating window into this world few ever see. Samuel delves into the secrets about the rich and famous: Who were the Gateses, Bransons, and Trumps (and even Paris Hiltons) of the past? How did the rich show off their status? What did they splurge on and how did they scrimp when times got tough? "Rich" also explores the rise of the first mass affluent class in America and the virtual demise of old money as we knew it. Enlightening and often surprising, "Rich" gives us a deeper understanding of our country's wealthiest and most enigmatic class.

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