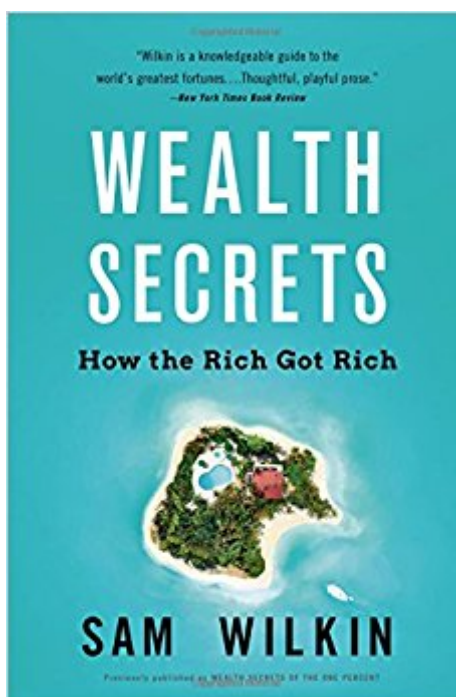


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# Wealth Secrets: How The Rich Got Rich



## Synopsis

From the richest Romans to the nineteenth century's robber barons to today's bankers and tech billionaires, Sam Wilkin offers Freakonomics-esque insight into what it really takes to make a fortune. These stories of larger-than-life characters, their strategies, and the sacrifices they made reveal how history's very wealthiest did it--whether it was through taking advantage of legal loopholes, working around bureaucratic systems, or creating obstacles in order to defeat the competition. *Wealth Secrets* ventures beyond what you already know and shows how the roughly 0.0001 percent who have achieved billionaire status actually got to the top. Thought-provoking and rigorous, with a smart sense of humor and a wealth of cocktail-party trivia at his fingertips, Wilkin reveals that behind almost every great fortune is a "wealth secret"--a moneymaking technique used only by those focused exclusively on huge returns.

## Book Information

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## Customer Reviews

This book promises to take a realistic look at what makes people rich. "Those get rich quick books don't teach you how to become a Mexican telecom mogul," the promotions for this book stated (and which is what intrigued me). While the premise for this book is well intentioned the author forgets a key rule of writing: BLUF (Bottom Line Up Front). The reader is dragged through chapter after chapter of history and stories, from ancient Romans to robber barons, while the "wealth secrets" are only distilled in the last chapter. The pledge he promises in the title (the "wealth secrets") are randomly interspersed in each chapter, and never organized until the last one. This lack of

follow-through dampens whatever interesting history might be in these pages. Herein are the "Seven Secrets of Spectacularly Rich People" as Wilkins summarizes in the chapter 7. I recommend saving your money, as in spite of the verbosity of the book, these "secrets" are really quite simple:1.

"Secret #1: Don't be the best. Be the only." This is the key theme of the book. Secure a monopoly on an industry and you will make lots of money.2. "Secret #2: Bigger is still better." Make your business scalable. Bigger businesses still make more money.3. "Secret #3: The worst place to do business is really the best." Third world countries and developing markets allow business owners to exploit lax regulation or leverage politics for their own gain.4. "Secret #4: When lenders can't lose, you win." Not sure what this lesson was about, sorry. The story became too muddled here for my liking.5. "Secret #5: You've got own it baby, own it." Owning your own company is good?6.

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