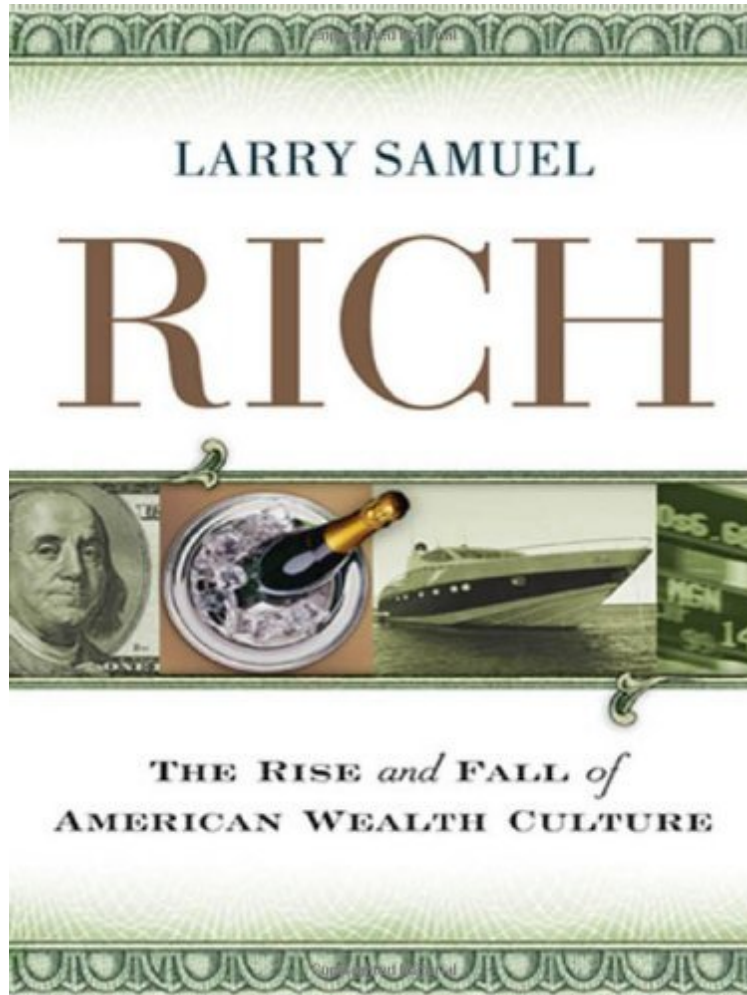


(Free pdf) Rich: The Rise and Fall of American Wealth Culture

Rich: The Rise and Fall of American Wealth Culture

Larry Samuel

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Larry Samuel : Rich: The Rise and Fall of American Wealth Culture before purchasing it in order to gage whether or not it would be worth my time, and all praised Rich: The Rise and Fall of American Wealth Culture:

2 of 2 people found the following review helpful. Considers the history of America's wealthy elite classBy Midwest Book ReviewRICH: THE RISE AND FALL OF AMERICAN WEALTH CULTURE considers the history of America's wealthy elite class, from entrepreneurs to barons and everything in between. Financial consultant author Larry Samuel's work is based on an extensive research study on American wealth culture for JP Morgan which received media attention and is an invaluable study of how America's financial elite came to be: both business and general collections will relish this.

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.

From Publishers Weekly If ever anyone needed proof that history repeats itself, Samuel offers ample and compelling evidence in this witty portrait of American wealth culture in times of boom and bust. He argues that Americans have always been obsessed with becoming rich, regardless of how much they may momentarily despise the fat cats. Just as the social standing of the wealthy has changed dramatically (from robber barons to entrepreneurial heroes), the acquisition of wealth has become more democratized, as seen in the 1950s when the pursuit of wealth became normalized—even a hobby—among the emerging postwar bourgeoisie. Samuel shows the cycles of excess, vilification and re-emergence of the wealthy classes, from the freewheeling 1920s to the ostentation of the 1980s—and the constant—and uniquely American—mythology of the self-made man, as reinvigorated by the rise of the unpedigreed cyber-rich in the 1990s. Samuel offers a glimmer of optimism for those still struggling to join the ranks of the rich: The coming future of the American rich after 2008 remains uncertain, but history tells us that reports of their collective death are greatly exaggerated. (July) Copyright © 2009; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "If ever anyone needed proof that history repeats itself, Samuel offers ample and compelling evidence in this witty portrait of American wealth culture in times of boom and bust." --Publishers Weekly "Fascinating, humorous, and readable, this book is recommended for anyone—general reader or scholar—interested in wealth in this country." --Library Journal "This is an excellent book offering valuable insight into America's wealthy, an important target market for many corporations' products and services." --Booklist "Lifestyles [of the Rich and Famous] served between hard-covers and updated for the Obama era." --Wall Street Journal "Worthy Extras"; in Best of 2009 Business Books: "he offers a history of the American rich that is all the more compelling for its reminder that, even in the midst of recession and crisis, the rich are always with us." From the Inside Flap The first full examination of American wealth culture over the past century, Larry Samuel's Rich completes an important chapter of the nation's history. Rich traces the trajectory of wealth culture from the decadent Roaring Twenties up to the present and into the near future, examining the who, what, when, where, and why of the American rich. Through hundreds of compelling, real-life stories, Rich weaves a grand narrative of the monied classes in the U.S., revealing the backstory that has shaped our strange, fickle fascination with the rich and their cultural quirks. Who were the Donald Trumps and Paris Hiltons of the past? How did the rich show off their status? What did they splurge on, and how did they behave when times got tough? Rich also reveals: • The rise of the first mass affluent class in America and "the billionaire next door" • The virtual demise of Old Money as we knew (and mythologized) it • Our continuing love/hate relationship with the rich • The tenuous relationship between wealth and happiness • Whether the rich really are, as F. Scott Fitzgerald famously thought, "different" • Enlightening, entertaining, and brimming with surprises, Rich gives us a deeper understanding of our country's wealthiest and most enigmatic class. Larry Samuel is the founder of Culture Planning LLC, a Miami- and New York-based resource helping organizations market to the wealthy. Called by Slate "the anthropologist of plutocrats," Larry has been a leading consultant to Fortune 500 companies and major advertising agencies since 1990.