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The Millionaire Next Door

Thomas J. Stanley Ph.D.

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Most of the truly wealthy in the United States don't live in Beverly Hills or on Park Avenue. They live next door.

America's wealthy seldom get that way through an inheritance or an advanced degree. They bargain-shop for used cars, raise children who don't realize how rich their families are, and reject a lifestyle of flashy exhibitionism and competitive spending. In fact, the glamorous people many of us think of as "rich" are actually a tiny minority of America's truly wealthy citizens—and behave quite differently than the majority.

At the time of its first publication in 1996, The Millionaire Next Door was a groundbreaking examination of America's rich—exposing for the first time the seven common qualities that appear over and over among this exclusive demographic. This new edition, the first since 1998, includes a new foreword by Dr. Thomas J. Stanley—updating the original content in the context of the 21st century.

ABOUT THE AUTHOR

Formerly a professor of marketing at Georgia State University, Dr. Stanley spent approximately 20 years interviewing America's wealthy, starting in 1973—and focusing on people with a net worth of at least $1 million.

His first book, Marketing to the Affluent, was chosen as a Top 10 Outstanding Business Book by the editors of Best of Business Quarterly. He achieved popular acclaim with The Millionaire Next Door—selling over 2 million copies. In total, Dr. Stanley's books have spent over 170 weeks on the New York Times Bestseller list.

Dr. Stanley holds a PhD in Business Administration from the University of Georgia in Athens. He currently lives in Atlanta.

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