



Power Money Fame Sex: A User's Guide

Gretchen Rubin

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Learn from Michael Jordan, Robert Moses, Machiavelli, and Madonna -- here at last is the guide for using power, money, fame, and sex that describes what actually works, rather than what ought to work. Instructive, ruthless, subversive, and entertaining, "Power Money Fame Sex" reveals the mysteries of office politics and personal posturing. Whether you're gunning for a promotion at work, a trophy wife, the cover of Time, or a very early retirement, you'll find the secrets laid bare in this indispensable guide. What magazines should adorn your coffee table? Why does your boss flaunt a string of identical blond girlfriends? How can you create a bidding war -- for yourself? Here you'll find clear explanations with illustrations, tips, and quizzes, ready to use Monday morning. Lurking beneath this blunt advice is a piercing social critique -- why we would choose to become a self-promoter, a bully, or a tease. Rubin deciphers the strategies of Warren Buffett, Muhammad Ali, Gwyneth Paltrow, Richard Nixon, and Princess Diana. Vital new concepts emerge, such as the "principle of dis-expectation" (think of a CEO in shorts and a T-shirt), the "platinum rule" ("to whom much is given, more is given"), and "fame frottage" (to get fame, rub up against somebody famous). And if you don't have time to study the classics by Plutarch, Sun-tzu, and Casanova, read on for a synthesis of their most important ideas. Once you understand the tactics found here, it's up to you to decide how to use them or abuse them. Whether the intricate code exposed in "Power Money Fame Sex" inspires or infuriates you, remember: if these rules aren't working for you, they're working against you.



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