



# The Richest Man in Town: The Twelve Commandments of Wealth

By W. Randall Jones

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Secretly, if not overtly, almost everyone in America desires to become rich: to make it big, to enjoy the fruits of the most successful life imaginable. But unfortunately, most of us don't have a clue how to reach these all too elusive goals. Quite simply, there's no definitive road map for getting there, no proven plan, and certainly very little access to those who have become "the richest man in town."

But now W. Randall Jones, the founder of *Worth* magazine, is about to change all that. He's traveled to one hundred different towns and cities across the country and interviewed the wealthiest resident in each. No, these are not those folks who inherited their wealth, or happen to be a CEO of a *Fortune* 500 company. Rather, these are the self-made types who, through hard work and ingenuity, found their own individual paths to financial success.

Remarkably, during his research, Jones found that these successful people were not so different from one another. They all shared many of the same traits and followed what the author calls the Twelve Commandments of Wealth: stay hungry (even when you're successful) . . . you really do learn more from failing than you may think . . . absolutely be your own boss, the sooner the better . . . understand that selling is the key to success . . . where you live doesn't matter . . . never retire, and other, more surprising revelations.

Practical, unique, and inspiring, this book lets you peek inside the living rooms of dozens of America's most successful people-and shows how you, too, can become THE RICHEST MAN IN TOWN.

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### Editorial Review

#### From Publishers Weekly

In this smug paean to extreme wealth, Jones, founder of *Worth* magazine, identifies the Richest Man in Town in 100 American cities and towns, and gathers their secrets of success. The profiled RMITs range from household names like Bill Gates to the lesser-known Fred DeLuca, founder of Subway; Bob Stiller, founder of Green Mountain Coffee; and Jorge Perez, real estate mogul and most successful Latino man in the country. The collected advice is organized as 12 hackneyed commandments: find your passion, be your own boss, say yes to sales and work through obstacles, with small examples throughout. Given the paucity of usable advice, it's hard to imagine who the audience would be for a book compiling the mantras of a group of people whose average net worth is \$3.5 billion. This book might inspire some readers to go forth and live the American dream—as Jones points out, fully 90% of all wealth in America today is first-generation wealth, and all the subjects in the book are self-made—if they can endure the self-congratulatory tone. (May)

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#### About the Author

Randall Jones has spent 25 years in the magazine and media business. He is the founder of *Worth* magazine, the financial lifestyle magazine for active wealthy investors, and is also the founder of *The American Benefactor* magazine, the first magazine about philanthropy from the donor's perspective. He was recently honored by the Leukemia and Lymphoma Society of America as "Philanthropist of the Year."

#### From [AudioFile](#)

Randall Jones talked to 100 of the richest self-made men in various towns in America (the RMITs). He found out what they have in common and turned that into 12 commandments. If you grasp these 12 concepts and apply them in your life, he says, you can break out of the "salary trap" and eventually hurtle past the 100-million-dollar mark (the minimum RMIT bankroll). With his folksy cadence and avuncular tone, Jones steers the narration convincingly. Unfortunately, though, his whole pitch seems out of date. And the key concepts are unremarkable--work hard, start early, and be ambitious. Perhaps it might be more realistic to shoot for being THE MILLIONAIRE NEXT DOOR instead of aiming for a club whose average net worth is 3.5 billion. R.W.S. © AudioFile 2009, Portland, Maine

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##### Jennie Miller:

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