

**RUNNING TIME:** 4 hours - Unabridged  
**CATEGORY:** Self Help/Business

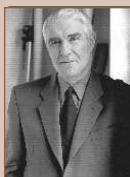
Retail	1-4001-0310-X	4 CDs	\$24.99
Library Ed.	1-4001-3310-6	4 CDs	\$49.99
MP3 CD	1-4001-5310-7	1 CD	\$19.99

Available on 10.20.2006  
 Hardcover: John Wiley & Sons  
 10.20.2006



Donald J. Trump—the Chairman and President of The Trump Organization and the Chairman of Trump University—is the world's most famous real estate investor and a bestselling author. Trump has authored a number of books, including: *Trump: Think Like a Billionaire*, *Trump: The Art of the Deal* and *Trump: How to Get Rich*.

Alan Sklar has been nominated multiple times as a finalist for the APA's prestigious "Audie" award. He has narrated over 100 audiobooks, including *Black Hawk Down*, *The Kennedys: America's Emerald Kings*, *Red Dragon*, and *The Walmart Effect*.



## DONALD J. TRUMP WITH MARK STEISEL

# TRUMP 101

## The Way to Success

Read by Alan Sklar

An enlightening collection of business wisdom from the world's most famous dealmaker.

**T***rum*p 101 is a collection of wisdom, pep talks, inspiration, and advice straight from the mouth of Trump himself. Organized around 20 distinct motivational themes—like “think big,” “knowledge is power,” “learn by doing,” “go with your gut,” and “don’t do it for the money”—this enlightening collection of wisdom on business and life offers inspiration and motivation to businesspeople and entrepreneurs in any industry.

### KEY POINTS/MARKETING

- *Trump 101* will be promoted during the Fall 2006 season of *The Apprentice*, which still has strong ratings.
- He has a syndicated radio program that can be heard on more than 400 Clear Radio stations; and he is the producer and star of the hugely popular television show *The Apprentice*
- Mr. Trump was named Developer of the Year by the Construction Management Association of America.
- Trump's books have sold millions worldwide
- Trump will support *Trump 101* with national media appearances.
- Tie-in with Trump University: *Trump 101* will be promoted by Trump University through emails and promotion on their homepage.

