



TrumpNation: The Art of Being The Donald

By Timothy L. O'Brien

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Whatever anyone thinks of Donald Trump, the truth is far more complex--and fascinating. Instead of society nightlife, most evenings he's at home watching TV and munching Oreos. He has a line of clothing and bottled water emblazoned with his image, yet he needed a loan from his siblings to stay afloat. His name is featured on some of the world's most magnificent buildings and casinos, while a \$1.8 billion debt hangs over his company. He'll use a friend's cell phone to save money on a call. He'll call a journalist "a total whack job" on television, then turn around and invite him to fly down to Palm Beach on his private jet. These are the contradictions of Trump's world, and beneath the public facade, there's a man few people ever see. Now, New York Times business reporter Timothy L. O'Brien pulls back the velvet curtain surrounding The Donald--with access rarely granted to a reporter before--and takes the polish off the image of America's so called most popular billionaire.

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TrumpNation: The Art of Being The Donald By Timothy L. O'Brien Bibliography

- Sales Rank: #407282 in Books
- Published on: 2005-10-26
- Original language: English
- Number of items: 1
- Dimensions: 9.25" h x 1.00" w x 6.25" l,
- Binding: Hardcover
- 288 pages

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Editorial Review

From Publishers Weekly

Donald Trump, entrepreneur, television star and powerful brand selling suits, perfume and quixotic dreams of fortune in his name, asks in this engrossing romp, "What is it about me that gets Larry King his highest ratings?" O'Brien, a New York Times investigative reporter who has reported on Trump's ups and downs, answers that question in this instructive tongue-in-cheek primer for would-be Trumps. Sometimes hilarious quizzes summarizing the main points of each chapter demonstrate Trump's audacity, itinerant poor judgment and the kind of hubris one can only stand back and watch with astonishment and a sort of clandestine admiration. O'Brien chronicles Trump's rise, fall and rise again from both public favor and the Forbes rich list, and deftly balances irreverence and respect for his subject. The star of *The Apprentice* appears alternately arrogant and (nearly) humble, whether he is popping Oreos while watching *Pulp Fiction* on his private jet, discussing the "emotional business" of selling hotels, or dismissing the lure of the jet set. O'Brien's reportorial style, peppered with wit and irony, is the perfect base to Trump's acidic persona; he is the straight man to this contemporary P.T. Barnum. In between, there are lessons to be learned, regardless if the reader ever gets to apply them, for instance: be outrageous in your demands and keep a straight face. That may be hard to do while reading this book, but, as Trump might spin it, that's not necessarily a bad thing. Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

Review

"Dishes it...titillating...a revealing attempt to separate Trump the reality from Trump the reality show."
?USA Today

"Highly entertaining."?The New York Times

"Never having met O'Brien...I don't presume to know whether he's having fun yet. But I doubt that I'm alone among members of the Fourth Estate in experiencing a twinge of envy."
?New Yorker

"At the start of his career in hype and carnival barking, the press fawned over Trump; he made great copy. It's refreshing that reality has finally crept into the coverage."?Village Voice

"An engrossing romp...hilarious...peppered with wit and irony...the perfect base to Trump's acidic persona...an instructive tongue-in-cheek primer for would-be Trumps."?Publishers Weekly

"Sarcastic at times, hilarious and irreverent at others, the book demystifies the star of *The Apprentice* as the poor man's rich man and portrays him as a potty-mouthed P. T. Barnum with a bad comb-over."
?Palm Beach Post

"Entertaining...gets down and dirty...a myth-busting biography."
?Kirkus Reviews

"Somewhere there is another country, far beyond the pale, known as Bad Taste, and Trump has devoted his

life to racing through it and staking as many private claims as possible, pausing only to yodel back to the homeland songs of himself."?

Michael Lewis, author of *Liar's Poker* and *Moneyball*

About the Author

TIMOTHY L. O'BRIEN lives in New York City

Users Review

From reader reviews:

Melanie Tuck:

Exactly why? Because this TrumpNation: The Art of Being The Donald is an unordinary book that the inside of the guide waiting for you to snap that but latter it will distress you with the secret that inside. Reading this book close to it was fantastic author who all write the book in such wonderful way makes the content inside easier to understand, entertaining way but still convey the meaning entirely. So , it is good for you because of not hesitating having this any longer or you going to regret it. This amazing book will give you a lot of positive aspects than the other book have such as help improving your expertise and your critical thinking method. So , still want to hold up having that book? If I have been you I will go to the book store hurriedly.

Michael Mantz:

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Marcos Hawkins:

Many people spending their moment by playing outside along with friends, fun activity together with family or just watching TV all day every day. You can have new activity to invest your whole day by reading a book. Ugh, you think reading a book can actually hard because you have to use the book everywhere? It all right you can have the e-book, getting everywhere you want in your Cell phone. Like TrumpNation: The Art of Being The Donald which is getting the e-book version. So , why not try out this book? Let's see.

Clara Duke:

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offer you information that probably your friend doesn't understand, by knowing more than some other make you to be great people. So , why hesitate? Let me have TrumpNation: The Art of Being The Donald.

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