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# TRUMP 101



*The Way to Success*

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DONALD J. TRUMP

with Meredith McIver



John Wiley & Sons, Inc.



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To my parents,  
Mary and Fred Trump





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PRESIDENT, TRUMP UNIVERSITY

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## FOREWORD

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Donald J. Trump has long enjoyed a high profile, but the popularity of *The Apprentice* has made him a genuine folk hero. In addition to running a wide range of thriving businesses, Mr. Trump is a symbol of the American dream, an icon of success, and an inspiration to millions throughout the world. The fact that he fought back to increase his empire and became a billionaire after being \$9 billion in debt makes his story even more remarkable. Mr. Trump knows business from every perspective, every angle, up and down and inside out. In *Trump 101: The Way to Success*, he shares many of the practical principles that have guided his career.

## FOREWORD

# EDUCATION—TRUMP UNIVERSITY

Mr. Trump is also dedicated to education. He considers it a major factor in his success and has made the decision to become an educator himself, through his public appearances, *The Apprentice*, his books, and now, Trump University.

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I really feel that if you're successful, you have to give back, whether it's to charity, the community, or education. If you don't give back, you're never ever going to be fulfilled in life.

—Donald J. Trump

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Trump University was founded to give businesspeople the critical skills required to achieve lasting success. Our exclusive educational products, services, courses, and programs offer world-class learning in concentrated, practical, and user-friendly offerings that fully leverage technology. Trump University programs come in a rich variety of learning formats including online courses, multimedia home study programs, live events, and audio courses. These convenient and success-oriented business programs are clear and easy to use, understand, and retain.

At Trump University, our students are entrepreneurs, professionals, and others who are not content with the status quo in their business career. Our faculty includes experts from the world's leading educational institutions, including Columbia University, Dartmouth College, and Northwestern University. Our teaching staff also includes Fortune 500 senior executives and outstanding entrepreneurs. Plus, Donald Trump's direct insights, experiences, and practical know-how guide you throughout.



## FOREWORD

Our team is dedicated to helping our students succeed in their business goals. Trump University is committed to the Trump approach of uncompromising quality in everything we deliver.

## THIS BOOK

This book, which was developed through Trump University, is like a one-on-one conversation with one of the world's great entrepreneurs. *Trump 101: The Way to Success* is crammed with Mr. Trump's insights, stories, perspectives, and advice on how to succeed. It also gives you a glimpse into the Trump Organization and a detailed look at the 10-day period in his life when his son Barron was born.

We at Trump University are proud to bring you this marvelous book. And we are extremely grateful to Mr. Trump for sharing his insights. We wish you a long, happy, and successful career.

For more information about Trump University, see [www.TrumpUniversity.com](http://www.TrumpUniversity.com).

MICHAEL SEXTON  
President, Trump University

*New York City*



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DONALD J. TRUMP



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## INTRODUCTION

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I have a real passion for learning. It grew out of my days as a student at the Wharton School and my professional experience. My books and seminars have always included a strong educational or “lessons learned” slant. As I did more books and seminars and my television series *The Apprentice*, I saw that a lot of people really wanted to hear what I had to say. They wanted to know what made me successful and how they could benefit from my ideas and experiences.

At first, the groundswell of popular support took me by surprise. It shouldn’t have, though, because the message has been there from the start: Education, research, and knowledge—learning in general—are at the core of my success. When people buy my books or show up to hear me speak, they’re in effect doing the

## INTRODUCTION

same thing I've always done myself—getting more information and education.

This book has been written to advance that same cause. It is a collection of my beliefs about business and life—my basic rules and principles. It also contains questions submitted to me on the Trump University blog and my answers. I'm sure that this information will help you have greater success and fulfillment in your business and career.

Another purpose of this book is to introduce you to Trump University, which grew out of my desire to impart the business knowledge I accumulated over the years and to find a practical, convenient way to teach success. Trump University doesn't just bear my name; I'm actively involved in it. I participated in creating the curricula, and my words, ideas, and image have been woven into the courses we provide.

I'm deeply and actively involved in Trump University because I firmly believe in the power of education and its function as an engine of success. It's virtually impossible to succeed without an education. I want to help people, and, simply put, the Trump University students want to be successful. I'm on their side.

Enjoy this book, learn from it, and have great business success!

DONALD J. TRUMP

*New York City*