

Common Sense with a Midas Touch

Tom Giacobbi, DDS, FAGD

When I started writing book reviews for *Dentaltown Magazine*, I promised to sporadically feature non-dental books for your consideration. In 2001 I featured *The E-Myth*, a book about becoming an entrepreneur, which also had many lessons appropriate for every dentist who owns a practice. This month I reviewed the fifth and sixth books written by the most recognized real estate developer in the United States—Donald Trump. By now you have heard of *The Apprentice*, a huge success for NBC television, and the omnipresent catch phrase it spawned: “You’re fired”. I must confess my interest in the show sparked my desire to read these books.

How to Get Rich first arrived in bookstores March 2004 and it immediately became a best-seller. The book is filled with concise bits of advice from “The Donald”. Trump defends his writing style by detailing two business rules in the introduction: “Business Rule #1: If you don’t tell people about your success, they probably won’t know about it.” and “Business Rule #2: Keep it short, fast and direct.”

Part I, The Donald J. Trump School of Business Management, tells us to “Stay Focused”, “Get a Great Assistant” and “Manage the Person, Not the Job”, just to name a few. In Part II, Your Personal Apprenticeship, we are instructed to “Play Golf” and “Pay Attention to the Details”. These sample chapter headings are characteristic of the common sense material in this book. Trump’s spin on these topics and many others provides an interesting portrait of his philosophy. Oddly enough, Trump seems most emphatic in his advice to “Get a Prenuptial Agreement”; he has witnessed many great empires crumble without this document.

The remaining sections of *How to Get Rich* provide a detailed account of a week in the life of Donald Trump. His schedule of fast-paced meetings and endless phone calls is incredible. Finally, we learn about the creation of *The Apprentice* and the cast of the first season. Please understand that simply reading this book will not make you rich, but you may have a better understanding of the skills needed.

October 2004 marked the release of Trump tome number six—*Think Like a Billionaire*. Similar to his previous book, Trump provides pithy advice on billionaire hot topics, such as “How to Travel in Style Even if You Don’t Have Your Own Jet” and “How to Promote Yourself”. Kidding aside, there is an emphasis on real estate and billionaire lifestyle issues. Once again, the advice is common sense delivered in Trump fashion. Trump summarizes his recipe for winning in these six points (page 142):

1. Think big.
2. Stay focused.
3. Be paranoid (keep your guard up).
4. Be passionate.
5. Don’t ever give up.
6. Love what you are doing.

Think Like a Billionaire finishes with another week-long diary of Donald and his billionaire lifestyle. He is all work and some play. The last section of the book includes more behind-the-scenes information about *The Apprentice* and biographies of the season two cast.

Both Trump books are entertaining and mildly educational. I would recommend either book for fans of *The Apprentice* or dentists who want to become real estate developers. Let’s face it, there are no billionaire dentists.

I would be remiss if I did not recommend Trump’s first autobiography, *The Art of the Deal* (1st Edition, November 1987); it is one of the most successful business books of all time with more than three million copies sold to date. Read it to find the thin relationship between his real estate deals and your case presentations.



At A Glance

Trump: How to Get Rich
By: Donald J. Trump with Meredith McIver
244 pages • \$15.36 on Amazon.com

Trump: Think Like a Billionaire
By: Donald J. Trump with Meredith McIver
251 pages • \$15.36 on Amazon.com

Trump: The Art of the Deal
by Donald J. Trump with Tony Schwartz
372 pages • \$6.29 (softcover) on Amazon.com



Thomas J. Giacobbi, DDS, FAGD is a general dentist in Chandler, AZ who owns a private practice with his wife, Grace Giacobbi, DDS. Originally from upstate New York, Drs. Giacobbi are 1995 graduates of SUNY at Buffalo School of Dental Medicine. Please send comments or questions to DrTom@ChandlerDentalHealth.com. Send items to be considered for review to 1035 W. Queen Creek Rd., Suite 206, Chandler, AZ 85248.