



No Such Thing as Over-Exposure

By Robert Slater

Prentice Hall, 2005. Hardcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Business biographer Slater (The New GE, 1992, etc.) appraises bloviating billionaire Trump and finds him quite sympathetic. Slater reviews Trump's background, personality and work habits, and makes notes of forays in Atlantic City and Chicago. Mostly, though, the author sets forth Trump's reputation and fame, his skills at public relations and self-promotion, and his supposed conquest of TV in terms Trump must surely like. There's much here about 'his commanding presence and his dazzle' and 'the resilient, creative titan he has turned out to be.' He's a 'charismatic billionaire.' Television's Apprentice has 'the charisma and the charm and the wit of Donald Trump.' This may not be an authorized or subsidized biography but, with this easy reader, The Donald will never need one. Like Mr. Peanut, he's become a brand. He's a major force in New York real estate and, perforce, a powerful negotiator. 247 pp. Englisch.



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