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In How Come that Idiot's Rich and I'm Not, bestselling author Robert Shemin reveals why wealth accumulation thrives on upside-down thinking, frequently bestowing spectacular windfalls on those who seem to break the rules while often keeping rule-followers trapped and in debt.

Wondering how that idiot got rich? It's simple: more valuable than deliberative thinking (that's what *smart* people do) is *acting*—on seven simple secrets. Rules, naysayers, tired business plans—forget about 'em. A Rich Idiot knows that the path to wealth is the one others (those smart folk) are too quick to dismiss.

Whether you've been trying to get rich and failing, or never even had the confidence to dream big, this book is for you. Using his odds-defying story to inspire and teach, Shemin shows how to use "upside down," outside-the-box thinking they *don't* teach you in business school. Here you'll learn how to:

- * set only one powerful success goal—and make it a big one
- * play while your money goes to work
- * quit working for a company and a boss—start your own company and be your own boss
- * act like a millionaire before you actually are (dress, live and travel rich and you'll *get* rich)
- * use the power and the 'smarts' of other Rich Idiots to help you join the Rich Idiot Club
- * tap into the hidden energy of money

Shemin's persuasive arguments for why going against the grain is, in fact, the surest way *to* gain, and his personal stories as well as those of his Rich Idiot friends prove that "if *they* could do it I can do it."

ROBERT SHEMIN, once considered the "least likely to succeed," is a multi-millionaire who speaks to hundreds of thousands yearly, regularly sharing the podium with such luminaries as Rudy Giuliani, Donald Trump and Tony Robbins.