

Richistan: A Journey Through the American Wealth Boom and the Lives of the New Rich

Robert Frank



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Full of captivating profiles and expert insights into the lives and lifestyles of the nouveau riche, Richistan tells the real story of a new gilded age. The recent explosion of wealth has created a new breed of multimillionaires. Ed Bazinet, for example, who turned miniature ceramic villages into a \$250 million fortune. Or Tim Blixseth, who became a billionaire by trading remote stretches of timberland. Richistan takes readers inside a rarified world to see how these blue-collar-workers-turned-billionaires are earning, spending, and living. From "Butler School," where domestics are specially trained to serve the newly wealthy, to self-help groups for coping with the strains of \$10 million incomes, you'll discover how the nouveaux riches learn to be riche. In addition, Frank investigates where their money is going. With so much in the hands of so few, the personal whims of the extremely wealthy can make or break charities and research foundations. Will they support cancer research or the arts? Supernatural exploration or archaeological digs? The influence wielded by the newly wealthy goes far beyond their fashion choices or participation in reality TV shows. Richistan looks behind the glitz to find the real story behind new money and its impact on the richest nation in the world.

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