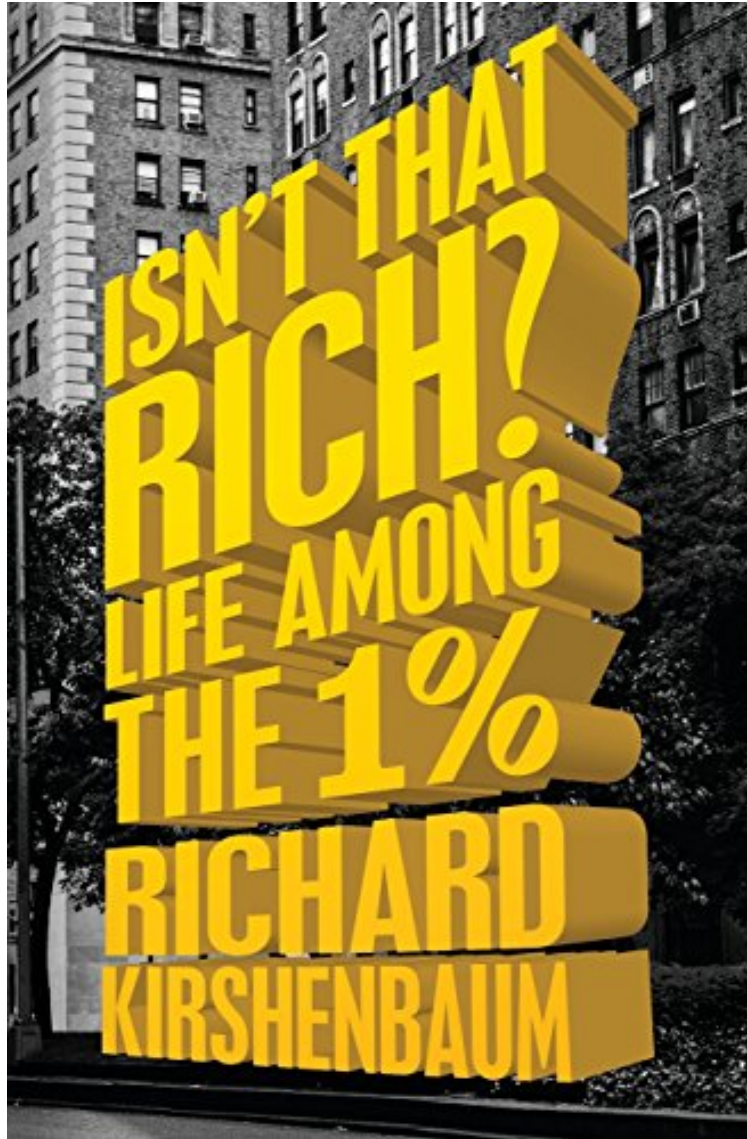


(Free download) Isn't That Rich?: Life Among the 1 Percent

Isn't That Rich?: Life Among the 1 Percent

Richard Kirshenbaum

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Richard Kirshenbaum : Isn't That Rich?: Life Among the 1 Percent before purchasing it in order to gage whether or not it would be worth my time, and all praised Isn't That Rich?: Life Among the 1 Percent:

5 of 5 people found the following review helpful. More money than sense.By CustomerThe author lives an interesting life, one foot in reality/normality, and the other foot in the absurd world of people, many of whom, have more money than sense.The anecdotes are funny and the identities of those he writes about are well guarded, but ny the end of the book you are left with the overwhelming feeling that these people are out of touch with reality, live selfish,

overindulgent lives, and still aren't happy despite their financial resources. 3 of 3 people found the following review helpful. it would be a hugely boring commentary on the troubles our monied class have to ...By J. LinkI'm sorry. I've found some hidden gems on bargain tables. This isn't one of them. I can't get past the fifth chapter for lack of interest. Was hoping it would pick up in interest...guess I'll never find out. I suppose the author and the guy who wrote the forward found it interesting because they know who the secret one-percenters are. But even if we readers knew, it would be a hugely boring commentary on the troubles our monied class have to endure. That's probably interesting to them. Not me. 1 of 1 people found the following review helpful. I'm So PrettyBy Rick SpellHow do the 1% live? Well, this is more a story of the pretentious NYC crowd where Kirshenbaum roams and in many respects he has some very good stories like the closing discussion of his friends annoyed that he enjoys Jamaica more than St. Barths. But isn't the author just as guilty as his subjects at living a pretentious life?A quick read with every chapter being a new story. Some good, some not so good. Overall I enjoyed the book and "mildly" recommend it.

Celebrated ad man Richard Kirshenbaum, the original New York observer, reveals the fashions, foibles, and outrageous extravagances of the private-jet set Paid friends. Pot dealers draped in Dolce. Divorce settlements that include the Birkins at their current retail price. Air kisses, landing strips, and lounge-chair bribery. For most of us, the idea of life inside the golden triad of Park Avenue, Sagaponack, and St. Barths is just as exotic as the mysteries of the Bermuda Triangle. Luckily, Richard Kirshenbaum has a VIP pass to the Upper East Side and is willing to share the wealth—of gossip. His New York Observer column on uptown social life provides a fascinating glimpse behind the gilded curtain into the swanky restaurants and eye-popping vacation destinations where the 1 percent gathers. Isn't That Rich? features highlights from Kirshenbaum's monthly column as well as several brand-new essays. From cash-strapped blue bloods willing to trade their good names for a taste of nouveau riche treasure to the fine art of donning a cashmere sweater in Capri, our intrepid correspondent exposes the preoccupations of the posh. His insider sources may be anonymous, but "his up-to-the-minute portrait of today's 1 percent is both insightful and a joy to read, no matter what tax bracket you're in." (Mortimer Zuckerman)

About the AuthorRichard Kirshenbaum is one of the most exciting personalities in New York City advertising. In 1987, at age twenty-six, he cofounded the Kirshenbaum Bond + Partners agency, which pioneered such innovative concepts as the pop-up store, sidewalk advertising, and other forms of high-visibility guerrilla marketing. At the time of its sale, KBP was the largest independent ad agency in the United States, with one billion dollars in billing. In 2011 Kirshenbaum launched NSG/SWAT, a high-profile boutique branding agency that works with entrepreneurs and emerging companies. He is also cofounder, with music icon Chris Blackwell, of Blackwell Fine Jamaican Rum. Kirshenbaum has lectured at Harvard Business School, has appeared on 20/20, was named to Crain's New York Business's "40 under Forty" list, was inducted into the Advertising Hall of Fame in 2000, and snagged second place on a list of the top one hundred US entrepreneurs. He is the author of the business book Under the Radar; the relationship guide Closing the Deal, which has been translated into nine languages; the advertising memoir Madboy, an bestseller; and Isn't That Rich?, a compilation of essays from his New York Observer column. Kirshenbaum is an accomplished playwright, and his work has been produced by David Mamet's Atlantic Theater Company. He has also contributed to Us Weekly's "Fashion Police" feature and has written comedy for the legendary Joan Rivers, among others.