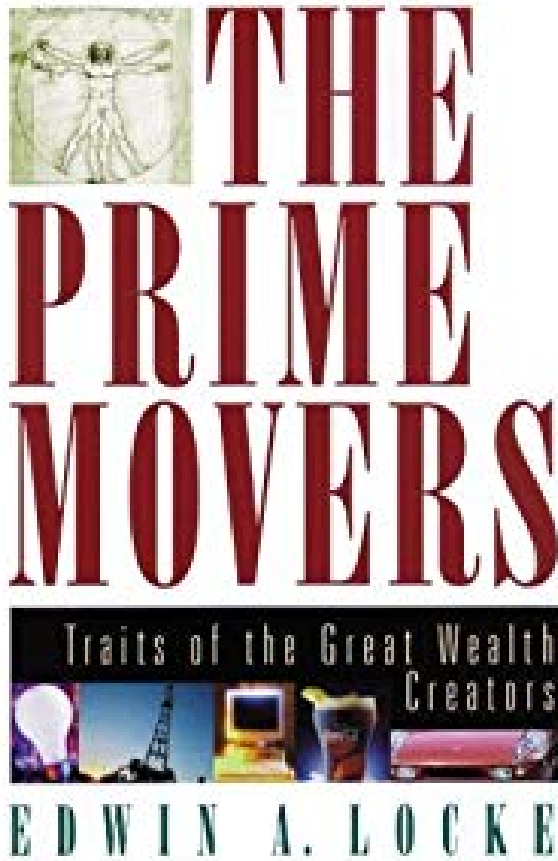


The Prime Movers: Traits of the Great Wealth Creators



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The super-rich really aren't like other people. They're a rare breed that inspires awe, envy, admiration -- sometimes even hatred. They're idolized, criticized, and demonized. In short, they stand out from the rest of humanity. After all, not everyone can build personal fortunes worth billions or create dominant business empires.

It takes a remarkable person, bed with the "traits of wealth", to accomplish these things. The Prime Movers takes a penetrating look at some of these remarkable people -- and reveals seven attributes common to all great wealth creators: independent vision, an active mind, competence and confidence, the drive to action, egoistic passion, love of ability in others, and virtue. In the right mix, these traits are what makes someone a Bill Gates, Sam Walton, Mary Kay, or Ross Perot. Sometimes irreverent, sometimes surprising, but always fascinating, The Prime Movers sheds welcome light on the powerful personalities and driving forces behind the world's famous (and infamous) ultra-wealthy elite.