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The Millionairess Across the Street: Lessons to Change Your Thinking and Achieve Wealth and Success

Bettina Flores
Jennifer Basye Sander
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From a current bestseller, everyone has learned that millionaires live right next door, not just in Manhattan, Palm Beach and Beverly Hills. They are actually masquerading as plumbers, dry cleaners, and neighbors. The Millionairess Across the Street would like everyone to take an even closer look at the idea of the millionaire in the neighborhood, and recognize the growing number of women joining this not-so-exclusive club.

Flores, a journalist, public speaker and author, and Sander, a financial writer and small business owner, have compiled a book of twenty-three lessons, gleaned from popular writings on the subject of accumulating wealth as well as interviews with and profiles of millionairesses around the country. The lessons first dispel the notion that all wealthy women are either born into money or marry it. Most of the women profiled built businesses from scratch, while a few made a series of wise investments and parlayed those into wealth.

Secondly, they dispel the notion that any one idea or scheme provides instant entry into this club. The lessons instead provide a step-by-step model for establishing goals, developing a plan and then employing “butt-breaking behavior” to take action. The lessons range from “Think Big Now!” to “Quit Squandering Your Money—Keep More to Make More!” to “Read and Learn All You Can About Business-Capitalism.”

The authors also delve into the negative practices that keep many women from reaching their financial potential, including self-sacrificing behavior and lack of self-confidence. Each lesson concludes with a series of exercises that encourage broadened thinking and action. The book concludes with a resource list of pertinent organizations and literature references.

The Millionairess Across the Street will undoubtedly inspire women to look more closely at their neighborhood and themselves.

VICKI GERVICKAS (April 15, 1999)

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