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"No one better illuminates the who, where, and how of the affluent market than Tom Stanley."

—J. Arthur Grulwell,

*Director of Marketing, Merrill Lynch*

# MARKETING TO THE *Affluent*



- MYTHS AND REALITIES ABOUT THE AFFLUENT
- UNDERSTANDING WHAT THE AFFLUENT WANT
- FINDING "OVERLOOKED" MILLIONAIRES
- POSITIONING YOURSELF AS AN EXPERT

## DR. THOMAS J. STANLEY

*by the author of The New York Times Bestseller*

**THE MILLIONAIRE NEXT DOOR**

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# Marketing To The Affluent

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