



The Art of Money Getting; or, Golden Rules for Making Money
Phineas Taylor "P.T." Barnum (1810 - 1891)

Read by:	D. S. Harvey	Format:	MP3 CD in DVD case
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So read the copy for advertisements for *The Art of Money Getting; or, Golden Rules for Making Money*, a concise guide to the principles of sound business and financial management written by P. T. Barnum and published in 1880 as a 96-page paperback at the height of his worldwide popularity. The book consists of an introduction on the general subject followed by twenty concise chapters on Barnum's rules of success, and is considered by many as the first and possibly

the best manual for effectively using advertising, promotion and public relations as essential tools of getting the message to the public as a critical factor in business development.

"This has all of the very same advice that today's personal finance books have, but you can see how it was implemented in the 19th century. It also contains some very interesting advice on guiding children in their education and choice of a career that I think is still valid today. If you like personal finance books, but are also curious to know history at street level, this will be a terrific book for you. And it will really change your opinion of Mr. Barnum himself."

- Reviewer at manybooks.net

Phineas Taylor "P. T." Barnum (July 5, 1810 – April 7, 1891) was an American businessman, showman, and sometime politician best remembered for his amusing hoaxes and as the co-founder of the circus that became the Barnum and Bailey Circus - the "Greatest Show on Earth". He was America's second millionaire and considered the most popular American in the world in his day. Sometimes referred to as "The Father of Marketing" and "The Shakespeare of Advertising", he said of himself, "I am a showman by profession... and all the gilding shall make nothing else of me". Today he would be called a serial entrepreneur, earning fortunes embarking on ventures that included Barnum's Grand Scientific and Musical Theatre, Barnum's American Museum in New York, and the promotion of singer Jenny Lind's wildly popular American tour, before establishing the circus at the age of 60 in 1870. He also served as mayor of Bridgeport, CT, four terms Congressman from Fairfield, and as President of Bridgeport Hospital, which he helped found.