



*Ideas and Opinions from Donald Trump and TrumpU Faculty*

## Donald Trump: Showman of the Skyline

POSTED BY ADAM EISENSTAT

**Director of Communications, Trump University**

Donald Trump is the colossus of the New York City skyline. He stands astride the buildings that bear his name--his signature branded on the cityscape. Mr. Trump is doing all right, and he's not afraid to tell you so. But there's something else going on, something that distinguishes him from every other billionaire, and sets him apart from the hordes of business drones. It's showmanship. That's been Donald Trump's ace in the hole for years--his Trump card, as it were. It's not just some quirk or personal signature; it really is part of his strategy for success, and it works.

No one in the annals of commerce has ever combined big money with showbiz in quite the way Donald Trump has. From his storied friendships with titans of the entertainment world (Regis, Wayne Newton, [Gene Simmons](#), and more), to his nonstop tango with the press, Mr. Trump has embraced the role of public figure like a Hollywood star.

*The Apprentice* has given Donald Trump a global stage. To his audiences around the world, he is an icon of success. Moreover, he has tapped into some collective yearning people have to own a piece of the pie and be able to call the shots themselves. As the boss of bosses, he is the incarnation (and exaggeration) of the American Dream. He in turn inhabits the dreams of the masses. This is what it means to be larger than life.

Donald Trump is a showman extraordinaire, which is a large part of why he has become an American institution. Before his popular t.v. show, his showbiz flair made him a New York icon, like the Empire State Building, the Statue of Liberty, and the Carnegie Deli. He is a living example of the fact that making money in itself is not interesting or wholly desirable. You have to give people something they want, whether it's *American Idol* or illuminated seven-story waterfalls cascading over finely matched Italian marble. The show must go on, and with Donald Trump, it always does.

# Success with Style

POSTED BY DONALD J. TRUMP

Chairman, Trump University

*The style is the man himself.*

—George Louis Leclerc

The glamour and grandeur of my buildings and my life are no mere trappings. Beauty and elegance, whether in a woman or a work of art, is not something superficial, not just something pretty to look at. It's a product of style, and it comes from deep inside. No matter how hard you try, you cannot buy style. Whether custom-made or off the shelf, good taste is not for sale. For me, style and success are totally interwoven. I wouldn't want to have one without the other.

When I'm going up to my office in Trump Tower, I enjoy looking down on the crowds of people ohing and ahing at the magnificent atrium I created. I realize that what I'm seeing is just the outward affect of the spectacle, the tourists' reaction to all that beautiful marble and the 80-foot waterfall. It's probably unlike anything they see back home, and it says "Trump" like few things do.

Even though I'll never actually see it, I also know something else is going on inside those tourists and glamour-hounds who flock to Trump Tower or the Taj Mahal or any of my other properties that dazzle with their flair. These people are responding emotionally to the whole package. Whatever you want to call this reaction--a thrill or simply pleasure and appreciation--I like it, and I can tell you it's no accident. What they're really responding to is the *style* of my work. Style is what moves people, and style is what the best always have in spades.

Tiger Woods, a phenomenal golfer--and a good friend--has style. If he just sank a little ball in a little hole again and again, that wouldn't account for his popularity and, dare I say, his fantastic wealth. Another friend of mine, Tony Bennett, has more style than maybe anyone who ever set foot on a stage. He's a huge talent, certainly, and he has a fantastic set of pipes, undoubtedly. But it's his style that sells it. Talent without style can be mechanical. Competence without style is often just business as usual, and that's something I'll never be accused of.

# Adversity Builds Character (But I Prefer the View from the Top)

POSTED BY DONALD J. TRUMP

Chairman, Trump University

My greatest respect is for people who have experienced adversity and then come back. I was one of those people, in the early nineties. I went through a tough period and learned a lot about myself, and then came back bigger and better and stronger. It wasn't unlike what happened to Frank Sinatra in the early fifties. Like me, he lost focus. He took his eye off the ball and he made some bad decisions. (Also like me, it was the fairer sex that had a little something to do with his troubles, but that's another story for another time.)

There's a wonderful story in Sammy Davis, Jr.'s *Yes I Can*, where Sammy, who's on the way up (due in no small part to Sinatra's patronage), sees Frank walking down Broadway all by himself, looking utterly dejected. At the time, Frank was on the skids, having gone from being the biggest singer ever known to a laughingstock, reduced to singing novelty songs.

It's a familiar scenario to me, because one night at 3am, when I was more than \$9 billion in debt, I was summoned to Citibank for a conference call with a bevy of international bankers to whom I owed money. It was pouring rain and I couldn't get a cab, so I had to walk to the bank, 15 blocks from Trump Tower. By the time I got there I was soaked. I felt then like I had reached my lowest point. But we worked things out, and the rest, as they say is history. They also say it's darkest before the dawn. You know what I say: Never ever give up.