

LANDING PAGE BLURBS



Technology may run the business world, but real estate does the heavy lifting. Solid, tangible, pervasive—bricks and mortar are not going away. That's why real estate is at the core of so many businesses and the foundation of individual wealth. Whether you're buying a home or building a skyscraper, there's a lot more to it than just "location, location, location." You need to master a lot of information in order to ensure you're doing it right—from negotiation and appraisals all the way through to dealing with contractors. Whether you're just starting an empire or adding to an existing one, Trump University will give you the knowledge you need to build real estate success.



An entrepreneur must have ideas—it's that simple. But then things get complicated. How do you hone an idea into a solid business opportunity? How do you get others—especially investors—interested in your ideas? True entrepreneurs learn and thrive by winning and losing and taking their lumps in the rigors of competition. The real world's hard, and not just because there's a lot to know. After all, just as you wouldn't step into the jungle without a map or a guide, you don't want to enter the market without a business plan. Trump University will prepare you for the marketplace by giving you the opportunity to engage your ideas with the real world.



TRUMP 360 *Business Briefings*

The key to business success is knowledge—the kind of knowledge you can apply to the real world, where business is an interconnected system, not just a collection of functions, roles, and jobs. Trump 360 is a series of briefs on crucial topics, designed to present the full circle of business knowledge. These succinct overviews, delivered regularly to you via e-mail and archived on the Web, will help you see the big picture and give you an edge.

TRUMPAUDIO



Hear true-life stories and the wisdom of experience from business leaders. Up-close and personal, these top executives share knowledge, give advice, and help guide you to prosperity. Direct from the trenches of real-world business, this is the sound track to Trump University's blueprint for success.



Manage Your Business to the Top

Management is the engine of business. You can bring the products, resources, and customers to the party but they can't dance until management puts it all together. Words like strategy, tactics, and operations are mere abstractions without the guiding hand of management to put into play. Management is essentially a blend of craft (experience), art (insight), and science (analysis). It's the process of guiding an organization toward the fulfillment of its mission, within a given set of constraints, by setting and achieving specific goals.

Trump University's management curriculum is designed to give entrepreneurs, executives, and aspiring business people the tools and knowledge they need to forge ahead and do business the right way—to make their enterprises solid and smooth. In the end, good management is synonymous with success.

ONLINE CATALOG COPY (MERCANDISE)



TRUMP UNIVERSITY WINNER WEAR

Hit the links or display the school colors on a casual outing with Trump University Winner Wear.

Even when you're playing, you can dress for success.

Sweatshirts

Genius, they say, is 10% inspiration and 90% perspiration. So get started now with this crewneck sweatshirt.

It's 90% cotton/10% polyester, preshrunk, and features a plush all-cotton face, and a cotton-spandex neck, cuffs, and waistband.

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AUDIO BUSINESS COURSES



Knowledge is the key to success in today's business environment, yet people face the constant challenge of finding the time to learn—and learning in a way that best suits their lifestyle and personal goals. Ambitious people want the ability to learn whenever and wherever.

To help meet this challenge, Trump University has just launched an exclusive series of nine audio business courses, designed to provide practical, convenient knowledge through a variety of formats. The courses cover such areas as careers, real estate, entrepreneurship, and marketing, and are intended for busy professionals and aspiring entrepreneurs and executives.

Each course is packaged with audio CDs and a CD-ROM that includes an interactive workbook and several special reports. Each course also comes with a free 12-Month online program that includes teleseminars presented by world-class experts, a discussion forum, and special reports. These unique hybrid courses are success on the go, and at less than \$50 each, they're an overwhelming value.

The nine courses available now are just the beginning of the series, with plans for 25 more in the near future. Eight of the nine courses feature an introduction by Donald Trump. One of the courses, *How to Build a Fortune*, substitutes one of the audio CDs with a DVD featuring a candid interview with Mr. Trump, revealing his secrets of wealth creation.

BANNER ADS

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