

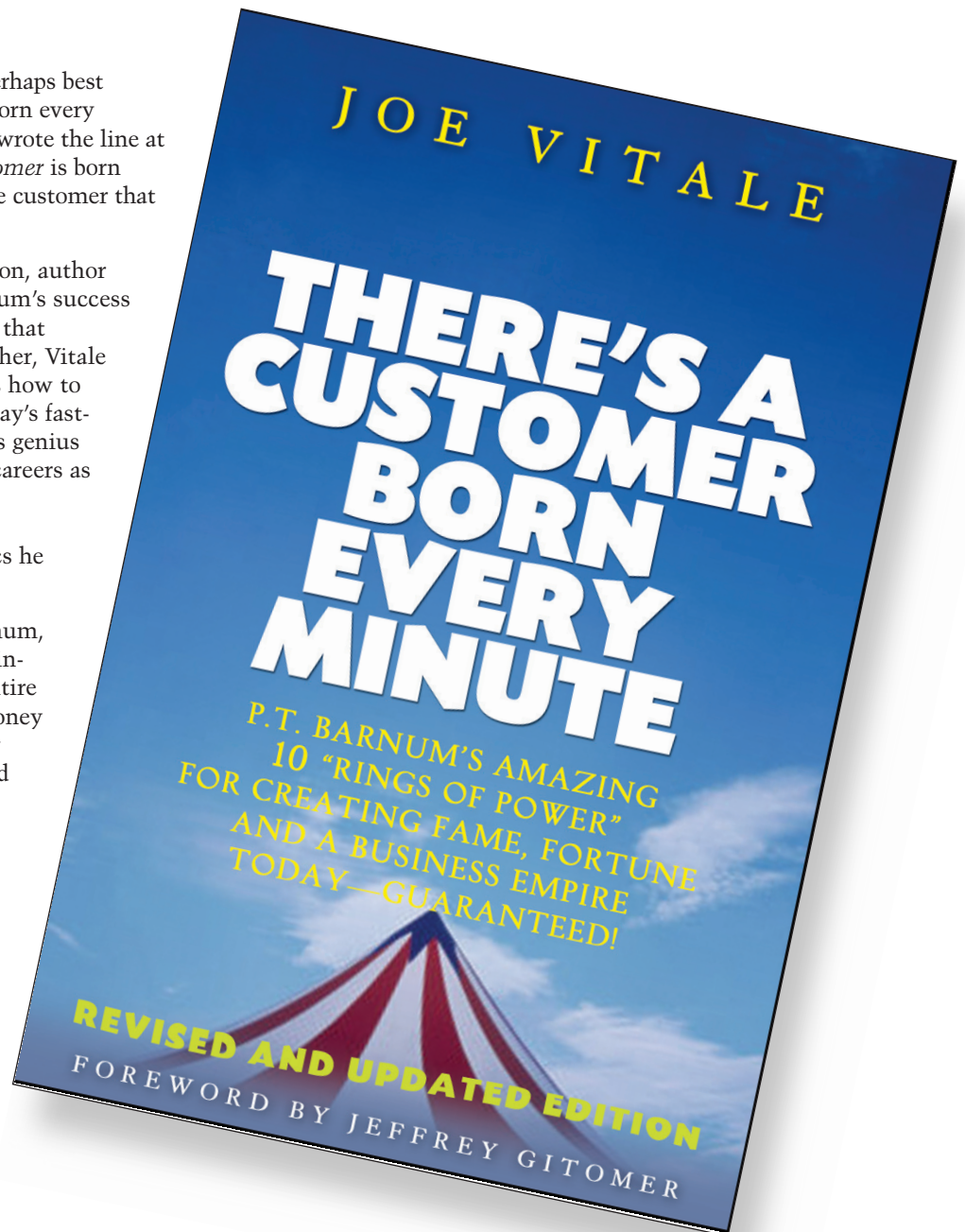
# Big Top business secrets of legendary showman P.T. Barnum.

The infamous showman P.T. Barnum is perhaps best known for having said "There's a sucker born every minute." However, Barnum never said or wrote the line at all. Actually, Barnum believed that a *customer* is born ever minute, and it was this respect for the customer that drove his success.

In this delightful and absorbing new edition, author Joe Vitale reveals the true secrets to Barnum's success and shares the ten key business practices that Barnum developed during his career. Further, Vitale shows entrepreneurs and business leaders how to adapt these key business practices for today's fast-paced business world. Exploring Barnum's genius for making money, the book follows his careers as newspaperman, politician, entrepreneur, promoter, and founder of museums and circuses—revealing all the business tactics he used along the way.

Including rare material by and about Barnum, such as ads, photos, letters, an exclusive in-depth interview with Barnum, and the entire text to his famous speech "The Art of Money Getting," *There's a Customer Born Every Minute* is both a business resource packed with true business wisdom, and a fascinating look at the man himself.

**Joe Vitale** is President of Hypnotic Marketing, Inc., a marketing consulting firm and author of *The Attractor Factor: 5 Easy Steps for Creating Wealth (Or Anything Else) From the Inside Out*, *The E-Code: 34 Internet Superstars Reveals 44 Ways to Make Money Online Almost Instantly—Using Only E-Mail!* and *Life's Missing Instruction Manual*.



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