



P. T. Barnum

The Art of Money Getting

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By P. T. Barnum (1810-1891)

Phineas Taylor Barnum (July 5, 1810 – April 7, 1891) was an American showman, businessman, and entertainer, remembered for promoting celebrated hoaxes and for founding the circus that became the Ringling Bros. and Barnum & Bailey Circus. His successes may have made him the first "show business" millionaire. Although Barnum was also an author, publisher, philanthropist, and for some time a politician, he said of himself, "I am a showman by profession...and all the gilding shall make nothing else of me," and his personal aims were "to put money in his own coffer". (Reference: Wikipedia.org)

00 - Introduction – 00:22:22 ◆ 01 - Don't Mistake Your Vocation – 00:03:32 ◆ 02 - Select the Right Location – 00:05:25 ◆ 03 - Avoid Debt – 00:05:40 ◆ 04 - Persevere – 00:04:04 ◆ 05 - Whatever You Do, Do It With All Your Might – 00:08:12 ◆ 06 - Use the Best Tools – 00:03:07 ◆ 07 - Don't Get Above Your Business – 00:10:16 ◆ 08 - Learn Something Useful – 00:01:06 ◆ 09 - Let Hope Predominate, But Be Not Too Visionary – 00:01:17 ◆ 10 - Do Not Scatter Your Powers – 00:01:17 ◆ 11 - Be Systematic – 00:04:41 ◆ 12 - Read the Newspapers – 00:01:05 ◆ 13 - Beware Of 'Outside Operations' – 00:02:31 ◆ 14 - Don't Indorse Without Security – 00:04:48 ◆ 15 - Advertise Your Business – 00:05:05 ◆ 16 - 'Don't Read the Other Side' – 00:03:38 ◆ 17 - Be Polite and Kind to Your Customers – 00:03:00 ◆ 18 - Be Charitable – 00:01:39 ◆ 19 - Don't Blab – 00:01:11 ◆ 20 - Preserve Your Integrity – 00:05:01

Read by Jill Preston; total running time: 01:38:57. Dedicated Proof-Listener: Tisha Bordon. Meta-Coordinator & Cataloging: Bart de Leeuw.

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