



Everything I Know About Business I Learned From Monopoly

By Alan Axelrod

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Everyone has his or her own strategy about how to win at the MONOPOLY game -- bank lots of cash, invest prudently in real estate, or take plenty of chances and hope for a windfall from the Community Chest. The reality is that many entrepreneurs had their first real estate and finance experience while playing the world's most popular board game, and many formulate lifelong business philosophies as they learn to balance skill, luck, competition, and social interaction. In this authoritative, thought-provoking book, America's top executives and entrepreneurs -- including the likes of Michael Dell, Carly Fiorina, and Jeff Bezos -- reflect on the lessons they learned from rolling the die in the fantasy game of self-made wealth and power. Their insights are both practical and entertaining, and they also prove the enduring popularity of the MONOPOLY game.

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Editorial Review

From Publishers Weekly

Money-minded readers who gaze longingly at their Monopoly boards' Broadway and Park Place properties will undoubtedly chuckle over Axelrod's irreverent entrepreneur's guide. The author (Elizabeth I, CEO) here playfully examines how to apply the game's strategies to real-life business situations. After an introductory historical chapter-Monopoly debuted during the Depression and has since sold about 200 million sets-Axelrod covers game strategies and how they can be applied in real life. His advice is generally sound, and at times comically simple ("Cheating and other unethical conduct are not sustainable... You can win a game or two by cheating, but unless you devote yourself to it, you cannot win consistently"). In discussing salary, Axelrod writes, "Successful business people understand salary much the way that good players of Monopoly understand 'Go.' Salary is about subsistence and survival. To get beyond this basic level in business, you need to get beyond mere salary. You need to put money at risk." In some ways, the game is a perfect example of how the business world works. For instance, the best Monopoly games are dynamic, with players putting up properties for auction, just as in real life. Cards that mimic the game's own are sprinkled throughout the text, carrying the sentiments of famous business leaders. While it's a bit of a stretch at times, the book is still fun and an ideal gift for the gaming entrepreneur.

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From Library Journal

In this readable and thought-provoking book, Axelrod (Elizabeth I, CEO) draws fruitful parallels between this best-selling board game, which was introduced during the Depression, and the real world of earning money. In Monopoly, everyone starts off with the same amount of money, and the winner emerges through a combination of chance, luck, and skill. Axelrod emphasizes that skill comes into play when making purchase decisions and taking risks. He details various game strategies and shows how they relate to the real world. For instance, salary is a means of subsistence, but to gain real wealth, some money must also be invested, something the game teaches via property purchases, mortgaging, and occasional windfalls such as landing on Free Parking. Adding to the appeal of this pleasant and often humorous book, Axelrod uses Monopoly cards to highlight successful business people (Jack Welch, Bill Gates, Mary Kay Ash). He also critiques the game to show how ruthless it can be: after all, the object is to bankrupt all of your opponents. A good choice for ages 14 and up who use public, school, and academic libraries.

Steven J. Mayover, formerly with Free Lib. of Philadelphia

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About the Author

Alan Axelrod is the author of numerous books on the subjects of history, business, and management, including *Elizabeth I: CEO*, *Patton: A Biography*, and *Thomas Jefferson: A Critical Life*. He has also been a creative consultant to several television documentaries and series, including *The Wild West*, for the WB Network, and *Civil War Journal*, for The Discovery Channel. He lives in Atlanta, Georgia.

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Anthony Harrison:

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The particular book Everything I Know About Business I Learned From Monopoly has a lot details on it. So when you check out this book you can get a lot of benefit. The book was authored by the very famous author. The author makes some research ahead of write this book. This specific book very easy to read you may get the point easily after perusing this book.

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Alice Wilkerson:

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