

## 一、北京站·字里行间

### 1.《财经》杂志（专访）中国新闻周刊

<https://mp.weixin.qq.com/s/QDSzrsKSG02-v1kkVFrM2g>

Most of the rich are born

China News Week

Asked why he wrote such a book that was easily mistaken for a successful chicken soup study, Rainer Zitelmann, author of *The Wealth Elite: A Groundbreaking Study of the Psychology of the Super Rich*, calmly pointed out that what he did was an academic study of what personality traits and behaviours the rich were, and why they became rich. To play a key role in the model, this is fundamentally different from popular books such as *How to Become a Rich* or *Five-Step Way to Get Rich*.

### 2.经济参考（专访）

[http://jjckb.xinhuanet.com/2018-09/05/c\\_137446547.htm](http://jjckb.xinhuanet.com/2018-09/05/c_137446547.htm)

Rainer Zitelmann launches "The Logic of Fortune Elite" Five Cities Reading Sharing Session  
Economic Information Daily

Recently, the Social Sciences Academic Press published the historian and sociologist Rainer Zitelmann's book "*The Wealth Elite: A Groundbreaking Study of the Psychology of the Super Rich*". Rainer Zitelmann conducted a five-city tour in Beijing, Guangzhou, Nanjing, Shanghai, and Shenzhen, and started a "The Logic of Fortune Elite" reading sharing session with readers, introducing the experience of wealth creation and wealth protection.

### 3.网易财经

《富豪的心理》——谁是经济精英？

<http://3g.163.com/ntes/170813/11/DP383D5L0519EMH0.html>

The Wealth Elite: Who is the economic elite?

NetEase finance and Economics

From August 9 to 16, the Elite Ideological Association (NO.1) conducted a five-city lecture in Beijing, Guangzhou, Nanjing, Shanghai and Shenzhen. The theme of the lecture was the logic of the wealth elite. The keynote speakers were Dr. Rainer Zitelmann, the author of *The Wealth Elite*. His lecture on how to define the elite, which was held on August 10 at a bookstore in Beijing, offers some new insights.

### 4.中国经济导报

<http://www.chinadevelopment.com.cn/zk/yw/201808/1328671.shtml>

Logic of wealth elites: qualitative methods based on guided interviews chinadevelopment

The Social Sciences Academic Press recently published the book *The Wealth Elite: A Groundbreaking Study of the Psychology of the Super Rich* by historian and sociologist Rainer Zitelmann. The author shared the "logic of the wealth elite" with the media and the interviews behind the book. Interviewers also provide a standardized approach to interviews in which respondents are asked the same wording in a precisely defined order. If the interviewer then sends the interview record to the interviewee for approval, the problem becomes even more serious. For these reasons, the author decided to conduct a guided interview rather than asking the interviewee to approve the recorded interview records.

#### 5. 搜狐财经

《富豪的心理》——财富成功与正规教育

[https://www.sohu.com/a/247276418\\_577009](https://www.sohu.com/a/247276418_577009)

*The Wealth Elite*: wealth success and formal education

Sohu finance and Economics

From August 9 to 16, the Elite Ideological Association (NO.1) conducted a five-city lecture in Beijing, Guangzhou, Nanjing, Shanghai and Shenzhen. The theme of the lecture was the logic of the wealth elite. The keynote speakers were Dr. Rainer Zitelmann. He explores the relationship between formal education and wealth success, and whether there is a positive or negative correlation between them. Besides formal education, what is the impact of other factors on wealth success?

## 二、南京站

1. 凤凰网江苏：解密富豪成功秘诀 “财富精英的逻辑” 讲座成功举办

[http://js.ifeng.com/a/20180813/6801372\\_0.shtml](http://js.ifeng.com/a/20180813/6801372_0.shtml)

The secret of deciphering the success of the rich and the "Logic of the Fortune Elite" lecture was successfully held

phoenix nets

On August 12, a lecture entitled "The Logic of the Rich Elite" was held at Phoenix Wu Bookstore in Nanjing. The keynote speakers were Dr. Rainer Zitelmann, author of *The Wealth Elite*. He told readers about the writing experience and how to deal with money.

#### 2. 南报网

<http://www.njdaily.cn/2018/0812/1717881.shtml>

Dr. Rainer Zitelmann tells the "Logic of the Fortune Elite"

nadaily

In a simple and easy-to-understand language, the author summarizes and introduces a series of recent important research findings to answer the question of how to be a rich person and how to be a rich person all the time. By combing recent research findings, Dr. Zittman reminds investors of what pitfalls need to be avoided, which advisers, how to minimize risk, and how to maximize financial freedom by investing wisely.

### 3. 网易南京站

<http://news.163.com.es/2018/0813/14/abfb6b1200019608j.html>

Nanjing Phoenix held "Logic of the Fortune Elite" at the book store

NetEase NanJing

On August 12, a lecture entitled "The Logic of the Rich Elite" was held at Phoenix Wu Bookstore in Nanjing. Dr. Rainer Zitelmann tells that "The decisive criterion for judging whether a social group belongs to the upper class of the economy is not economic strength, but assets or income related to a certain class or position in society.

### 三、上海站

#### 1. 第一财经（专访）

<https://m.yicai.com/news/100015743.html?from=timeline&isappinstalled=0>

German sociologists find the Commonwealth of the rich: entrepreneurship, selling or being an athlete

First Financial

Dr. Rainer Zitelmann's speeches revolve around a new book, The Psychology of the Rich. In these highly wealthy cities, almost every speech is full, with audiences of financial elites, retail investors in the stock market, seven-year undertakings and ordinary middle-aged parents. The questions on the spot are even more varied: how to recover from failure, whether to diversify investment, why the rich can seize the opportunity, how to establish a correct outlook on money for their children... All reveal the desire for wealth of all walks of life in China and the curiosity about the "success" of the wealthy.

### 四、深圳站

#### 1. 深圳商报

<https://appdetail.netwin.cn/web/2018/08/683979d6c450f526bcd5d6bb1d61444d.html?from=singlemessage&isappinstalled=0>

Who is easy to become rich? Academic achievement is not necessarily related to wealth success.

Shenzhen Economic Daily

Recently, Dr. Rainer Zitelmann has discussed "what makes a wealth elite achieve great wealth success" and "how to achieve financial freedom" and other issues. He pointed out that academic achievement is not necessarily related to achieving wealth success. The wealth elite has sales or entrepreneurial experience. By learning from the successful experience of the wealth elite, we can improve ourselves and form our own successful experience.

#### 四、北京站明智研究院

##### 1. 中国经济网

[http://www.ce.cn/cysc/zljid/gd/201808/20/t20180820\\_30077245.shtml](http://www.ce.cn/cysc/zljid/gd/201808/20/t20180820_30077245.shtml)

How to have high quality opportunities, *The Wealth Elite* helps you analyze

Economic Daily News

A few days ago, the Elite Ideological Association NO.1 in Beijing, Guangzhou, Nanjing, Shanghai, Shenzhen, the theme of this speech is the logic of the wealth elite, the keynote speakers is Dr. Rainer Zitelmann. He explores the relationship between good luck and success, and the role of opportunities in success.