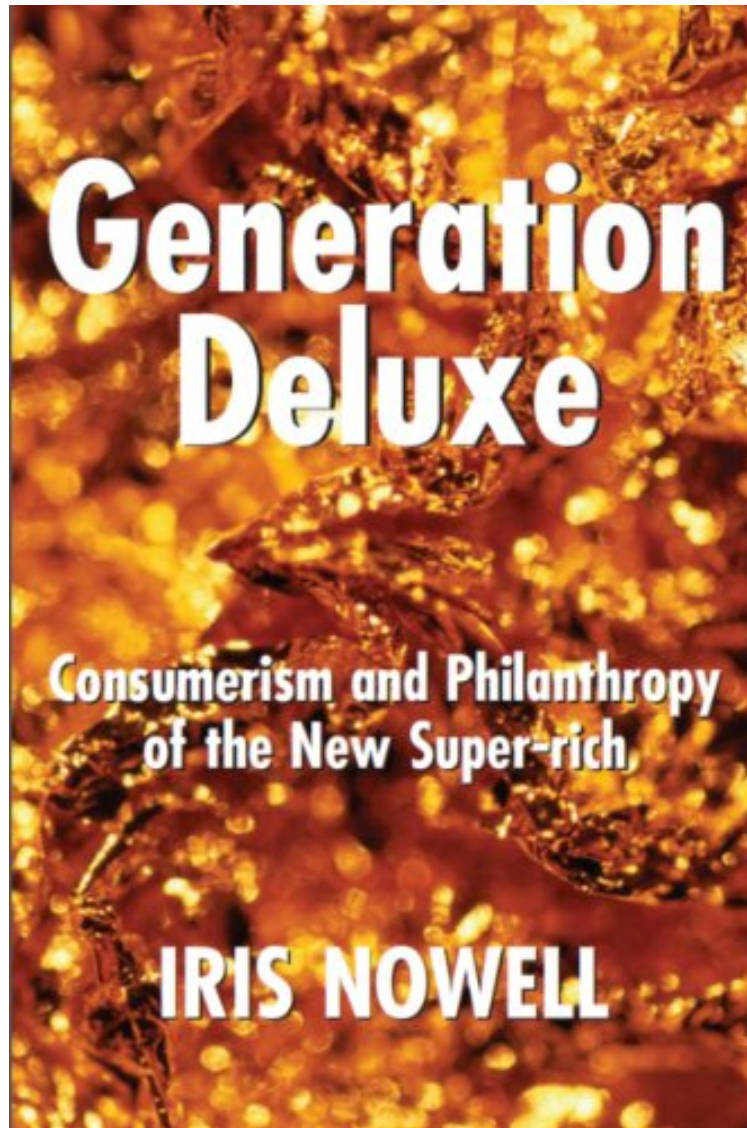


(Pdf free) Generation Deluxe: Consumerism and Philanthropy of the New Super-Rich

Generation Deluxe: Consumerism and Philanthropy of the New Super-Rich

Iris Nowell

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Iris Nowell : Generation Deluxe: Consumerism and Philanthropy of the New Super-Rich before purchasing it in order to gauge whether or not it would be worth my time, and all praised Generation Deluxe: Consumerism and Philanthropy of the New Super-Rich:

1 of 1 people found the following review helpful. A fascinating tour of a jewel-strewn toyland By Linda G. Iris Nowell takes her readers on a fascinating tour of a jewel-strewn toyland, where Hollywood's bright lights flaunt their millions with multiple mansions, and billionaires drop a million a year on personal appearance alone. Page after page, this

world is revealed in minute detail, from the German watch collector who paid close to \$700,000 for Duke Ellington's Patek Philippe chronograph to Bill Gate's million-dollar residential real estate tax bill. Crammed with so much information, the book might overwhelm, but just in time, Ms Nowell provides perspective: on the one hand, consumption on this scale takes a devastating toll all over the planet; on the other, well-directed wealth and effort can correct much of the damage. With this in mind, many of the super rich are taking steps to return spoiled land to its original state, from Ted Turner's vast tracts of would-be wilderness to Bette Midler's inner-city park clean-ups. Ms Nowell urges readers to follow suit: "One person can make a difference." This should be required reading -- but why bother when it's so much fun? Filled with entertaining and compelling inspiration for everyday action to make the world a better place. 0 of 0 people found the following review helpful. A fascinating tour of a jewel-strewn toyland By Linda G. Iris Nowell takes her readers on a fascinating tour of a jewel-strewn toyland, where Hollywood's bright lights flaunt their millions with multiple mansions, and billionaires drop a million a year on personal appearance alone. Page after page, this world is revealed in minute detail, from the German watch collector who paid close to \$700,000 for Duke Ellington's Patek Philippe chronograph to Bill Gate's million-dollar residential real estate tax bill. Crammed with so much information, the book might overwhelm, but just in time, Ms Nowell provides perspective: on the one hand, consumption on this scale takes a devastating toll all over the planet; on the other, well-directed wealth and effort can correct much of the damage. With this in mind, many of the super rich are taking steps to return spoiled land to its original state, from Ted Turner's vast tracts of would-be wilderness to Bette Midler's inner-city park clean-ups. Ms Nowell urges readers to follow suit: "One person can make a difference." This should be required reading -- but why bother when it's so much fun? Filled with entertaining and compelling inspiration for everyday action to make the world a better place. 1 of 1 people found the following review helpful. Fascinating! By Jeff Iris Nowell's Generation Deluxe offers a fascinating glimpse into the world of the super rich. I had always assumed that many of their spending habits would border on, and even redefine the word, gluttony, but what surprised me the most was the social consciences that many of these people possess. It was very refreshing for me to learn that among the world's wealthiest persons there are those who are actually making a real significant difference in the world with all their wealth. I was particularly fascinated to read about the eco-tourism trips that some of the world's super-rich take. For some, after spending adventuresome vacations in some of the poorest regions of the world they would give back to the local economy by paying, out of their own pockets, to train nurses and doctors and even help to pay the salaries of local school teachers.

While the super-rich are spending unprecedented millions on personal luxuries, they are also raising awareness and donating fortunes to solve global problems.

They fork out 100 million for starter castles, 500,000 for a customized Mercedes, and 1.2 million for a watch. While Generation Deluxe explores the spending patterns of the wealthy, a dark underside emerges: excessive consumerism is creating serious damage to the environment and human life. Simultaneously, the super-rich - and celebrities - are raising awareness and spending multi-millions cleaning up the damage and, as never before, funding solutions to global problems of poverty, hunger, and disease prevention. From the Publisher This is a fascinating, wide-ranging, and occasionally paradoxical view of the super-rich. With her many years of dedicated work as a volunteer in the not-for-profit sector, and from her book "Women Who Give Away Millions," Iris Nowell is familiar with the excesses of consumerism and the role of philanthropy in contemporary society. In "Generation Deluxe" she explores the history of luxury goods, the evolution of entrepreneurship, the development of the market economy -- platforms on which she examines the compulsion of the super-rich to consume the world's most expensive goods, at any cost. And against the backdrop of fundraising, charity balls, and celebrated philanthropists of the past, Nowell uncovers little-known truths of why today's super-rich philanthropists are intent on making the world a better place. From the Author The rich are not rich any more, they are super-rich. Three or four decades ago people worth \$1 million were called millionaires and largely thought of as "rich." By today's standards they are baby millionaires. Fortunes amassed since the mid-1980s technological boom and its spinoffs into the 1990s have created an impact on both consumerism and philanthropy that is without historical precedent. The extreme wealth of people in this group and their regard of the planet as one giant shopping mall filled with rare, costly goods has resulted in a frenzy of acquisition, extravagant beyond the average person's conception. At times, surely, even beyond the imagination of the super-rich themselves. Scarcely into uncovering the opulence of this world, I encountered a dark underside of serious environmental damage. However, it had not gone unnoticed. Philanthroists had begun to re-direct their funding from traditional religious, cultural, academic, and social institutions to environmental clean-ups, and to the causes of world hunger, the spread of disease, and the economic reform of developing countries. They, I determined, are Generation Deluxe. The generosity of philanthropists exemplifies the innate goodness of men and women. It would please me to know that I have helped draw into the spotlight some philanthropists' invaluable and often unsung contribution to today's world. And perhaps convince others to make whatever contribution they can to help make communities a safer, healthier, more equitable

place, at home and continents away.