



Ideas and Opinions from Donald Trump and TrumpU Faculty

[Initial Post]

Corporate Corruption: If You Have to Lie, Cheat, and Steal You're Just Not Doing it Right

POSTED BY DONALD J. TRUMP

Chairman, Trump University

Recently former Tyco CEO Dennis Kozlowski was convicted for stealing hundreds of millions of dollars from the company. It was his second go-round in court--the first one ended in a mistrial. You may remember Mr. Kozlowski from the original trial. A video of his lavish party on an Italian island, allegedly paid for with company funds, was *last year's* high profile corporate scandal. The retrial was a more low-key affair, but it served to remind us of how much business corruption there has been over the past few years.

The people at the forefront of these squalid affairs give business a bad name. Maybe they're greedy, maybe they're "ethically challenged," but ultimately they're incompetent. If you have to lie, cheat, and steal, you're just not doing it right. My career is a model of tough, fair dealing and fantastic success--without shortcuts, without breaking the law.

Back to that video for a moment: For a couple weeks it was all over the news, so most people saw at least a snippet of this cinematic atrocity, including a giddy, red-faced Kozlowski dancing amid ice sculptures and costumed models posing as ancient Roman courtiers.

As I watched this public embarrassment over and over again, it made me realize that my biggest problem with Kozlowski wasn't the alleged corruption, but the lack of taste. The kind of buffoonery associated with this brand of corporate corruption is just distasteful and alien to me. While watching these high-level company officers cavorting on the shareholder's dime, it occurred to me that maybe tackiness is at the heart of corporate corruption.

Like I said, these people give business a bad name. They've served to associate it with scandal, untrustworthiness, greed, and bad taste. But, as I prove everyday, it doesn't have to be that way at all.



TECHNOLOGY | PERSONAL BUSINESS: WHAT'S ONLINE

For the Trump-Deprived

By DAN MITCHELL SEPT. 3, 2005

IT is impossible to read Donald Trump's blog without hearing his voice and picturing him typing away in his Turnbull & Asser pajamas, sleep still in his eyes. Otherwise, "The Trump Blog" (what else?) seems a lot like most other blogs. Which is to say, lightweight and highly egocentric.

The Trump Blog is featured on the Web site for Trump University (trumpuniversity.com), which is basically a series of seminars on how to get rich. Mr. Trump and "his circle of experts" run the blog, though The Donald himself ducks in only occasionally.

"The glamour and grandeur of my buildings and my life are no mere trappings. Beauty and elegance, whether in a woman or a work of art, is not something superficial, not just something pretty to look at." So opens his entry titled "Success With Style." "Style is what moves people, and style is what the best always have in spades."

That, and their name spelled out across skyscrapers in humongous bronze letters.

On those occasions when he's not talking about himself, Mr. Trump takes on political and economic issues. He doesn't go too deep, though. After all, he's a busy man.



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Donald Trump
Photo: AP

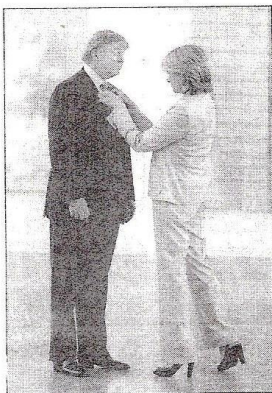
August 12, 2005 -- **DONALD Trump** has joined the blogosphere. In his first posting on "The Trump Blog" on the Trump University Web site, the tycoon lambastes disgraced Tyco CEO **Dennis Kozlowski**, who is awaiting sentencing for swindling hundreds of millions of dollars from his company. "The people at the forefront of these squalid affairs give business a bad name. Maybe they are greedy, maybe they're 'ethically challenged,' but ultimately they're incompetent. If you have to lie, cheat and steal, you're just not doing it right," says The Donald, who also attacks Kozlowski for his "tackiness." "My biggest problem with Kozlowski wasn't the alleged corruption, but the lack of taste."

DAILY NEWS

RUSH & MOLLOY

BY GEORGE RUSH AND JOANNA MOLLOY

For Trump, tacky is Koz for concern



STYLE COUNCIL: Some of Martha's taste must be rubbing off on the boss: Trump railed about embattled tycoon Dennis Kozlowski's "tackiness" (ahem) on his blog. Here, The Donald's newest apprentice straightens his tie on the set of her reality show.

Donald Trump has turned blogger — and the first target of his Web rage is Dennis Kozlowski.

The carefully coiffed "Apprentice" boss lets fly at the chrome-domed Tyco swindler on TrumpUniversity.com — The Donald's Internet management school.

"If you have to lie, cheat, and steal, you're just not doing it right," he declares on The Trump Blog. "My career is a model of tough, fair dealing and fantastic success — without shortcuts, without breaking the law."

What really bothers Trump is Kozlowski's tasteless excess.

You read us right. Trump — who slaps his name in gold on most of his buildings — is still appalled by the video of Kozlowski's Tyco-funded Italian revel where "a giddy, red-faced Kozlowski danc[ed] amid ice sculptures and costumed models posing as ancient Roman courtiers."

"As I watched this public embarrassment over and over again, it made me realize that my biggest problem with Kozlowski wasn't the alleged corruption," writes Trump, "but the lack of taste."

"Maybe tackiness is at the heart of corporate corruption," Trump goes on. "But, as I prove everyday, it doesn't have to be that way at all."

Perhaps Trump's new reality show partner, Martha Stewart, can teach Koz-

lowski how to keep it real. Or maybe not. Producers of "The Apprentice, Martha Stewart" have been searching for women named Martha Stewart to fill the audience of the first episode of her show.

Another Martha Stewart, who is 86 and hails from Philadelphia, was delighted to be invited. But then she found she was disqualified because Martha Stewart is her married name.

This Martha, who was born Martha Swajeski, notes that the domestic diva was Martha Kostyra before she married Andy Stewart.

The octogenarian tells us: "She's denying her Polish heritage!"

Simpson's clothes call

Some of Jessica Simpson's fans weren't content with an autograph when they saw the "Dukes of Hazzard" star walking down Rodeo Drive in Beverly Hills on Wednesday.

Her more rabid admirers actually



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Success with Style

POSTED BY DONALD J. TRUMP

Chairman, Trump University

The style is the man himself.

—George Louis Leclerc

The glamour and grandeur of my buildings and my life are no mere trappings. Beauty and elegance, whether in a woman or a work of art, is not something superficial, not just something pretty to look at. It's a product of style, and it comes from deep inside. No matter how hard you try, you cannot buy style. Whether custom-made or off the shelf, good taste is not for sale. For me, style and success are totally interwoven. I wouldn't want to have one without the other.

When I'm going up to my office in Trump Tower, I enjoy looking down on the crowds of people ohhing and ahing at the magnificent atrium I created. I realize that what I'm seeing is just the outward effect of the spectacle, the tourists' reaction to all that beautiful marble and the 80-foot waterfall. It's probably unlike anything they see back home, and it says "Trump" like few things do.

Even though I'll never actually see it, I also know something else is going on inside those tourists and glamour-hounds who flock to Trump Tower or the Taj Mahal or any of my other properties that dazzle with their flair. These people are responding emotionally to the whole package. Whatever you want to call this reaction--a thrill or simply pleasure and appreciation--I like it, and I can tell you it's no accident. What they're really responding to is the style of my work. Style is what moves people, and style is what the best always have in spades.

Tiger Woods, a phenomenal golfer--and a good friend--has style. If he just sank a little ball in a little hole again and again, that wouldn't account for his popularity and, dare I say, his fantastic wealth. Another friend of mine, Tony Bennett, has more style than maybe anyone who ever set foot on a stage. He's a huge talent, certainly, and he has a fantastic set of pipes, undoubtedly. But it's his style that sells it. Talent without style can be mechanical. Competence without style is often just business as usual, and that's something I'll never be accused of.



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Donald Trump: Showman of the Skyline

POSTED BY ADAM EISENSTAT

Director of Communications, Trump University

Donald Trump is the colossus of the New York City skyline. He stands astride the buildings that bear his name--his signature branded on the cityscape. Mr. Trump is doing all right, and he's not afraid to tell you so. But there's something else going on, something that distinguishes him from every other billionaire, and sets him apart from the hordes of business drones. It's showmanship. That's been Donald Trump's ace in the hole for years--his Trump card, as it were. It's not just some quirk or personal signature; it really is part of his strategy for success, and it works.

No one in the annals of commerce has ever combined big money with showbiz in quite the way Donald Trump has. From his storied friendships with titans of the entertainment world (Regis, Wayne Newton, [Gene Simmons](#), and more), to his nonstop tango with the press, Mr. Trump has embraced the role of public figure like a Hollywood star. The Apprentice has given Donald Trump a global stage. To his audiences around the world, he is an icon of success. Moreover, he has tapped into some collective yearning people have to own a piece of the pie and be able to call the shots themselves. As the boss of bosses, he is the incarnation (and exaggeration) of the American Dream. He in turn inhabits the dreams of the masses. This is what it means to be larger than life.

Donald Trump is a showman extraordinaire, which is a large part of why he has become an American institution. Before his popular t.v. show, his showbiz flair made him a New York icon, like the Empire State Building, the Statue of Liberty, and the Carnegie Deli. He is a living example of the fact that making money in itself is not interesting or wholly desirable. You have to give people something they want, whether it's American Idol or illuminated seven-story waterfalls cascading over finely matched Italian marble. The show must go on, and with Donald Trump, it always does.



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Adversity Builds Character (But I Prefer the View from the Top)

POSTED BY DONALD J. TRUMP

Chairman, Trump University

My greatest respect is for people who have experienced adversity and then come back. I was one of those people, in the early nineties. I went through a tough period and learned a lot about myself, and then came back bigger and better and stronger. It wasn't unlike what happened to Frank Sinatra in the early fifties. Like me, he lost focus. He took his eye off the ball and he made some bad decisions. (Also like me, it was the fairer sex that had a little something to do with his troubles, but that's another story for another time.)

There's a wonderful story in Sammy Davis, Jr.'s Yes I Can, where Sammy, who's on the way up (due in no small part to Sinatra's patronage), sees Frank walking down Broadway all by himself, looking utterly dejected. At the time, Frank was on the skids, having gone from being the biggest singer ever known to a laughingstock, reduced to singing novelty songs.

It's a familiar scenario to me, because one night at 3am, when I was more than \$9 billion in debt, I was summoned to Citibank for a conference call with a bevy of international bankers to whom I owed money. It was pouring rain and I couldn't get a cab, so I had to walk to the bank, 15 blocks from Trump Tower. By the time I got there I was soaked. I felt then like I had reached my lowest point. But we worked things out, and the rest, as they say is history. They also say it's darkest before the dawn. You know what I say: Never ever give up.