



# **Do You Sincerely Want to Be Rich?: The Full Story of Bernard Cornfeld and I.O.S. (Library of Larceny)**

*Charles Raw, Bruce Page, Godfrey Hodgson*

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In the fall of 1955, Bernard Cornfeld arrived in Paris with scant money in his pocket and a tenuous relationship with a New York firm to sell mutual funds overseas. Cornfeld, a former psychologist and social worker, knew how to make friends fast and soon targeted two groups of people who could help him fulfill his economic ambitions: American expatriates who were looking to build their own fortunes and servicemen abroad who loved to live high-rolling lives and spend money. Using the first group as door-to-door salesmen and the second group as his gullible target, Cornfeld built a multi-billion-dollar and multi-national company, famous for its salesmen's winning one-line pitch: "Do you sincerely want to be rich?" In this eye-opening yet entertaining book, an award-winning "Insight" team of the London *Sunday Times* examines Cornfeld's impressive scheme, a classic example of good, old-fashioned American business gumption and guile.

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