



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.

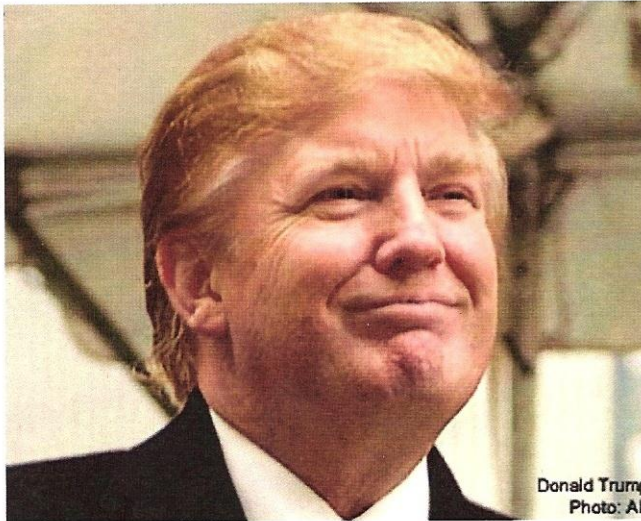
Like I said, these people give business a bad name. They've served to associate it with scandal, untrustworthiness, greed, and bad taste. But, as I prove everyday, it doesn't have to be that way at all.

CRIMINALLY TACKY

Page Six
Richard Johnson
With Paula Froelich and Chris Wilson

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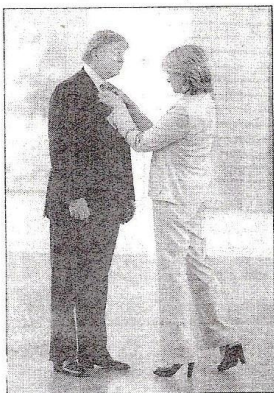
August 12, 2005 -- **DONALD Trump** has joined the blogosphere. In his first posting on "The Trump Blog" on the Trump University Web site, the tycoon lambastes disgraced Tyco CEO **Dennis Kozlowski**, who is awaiting sentencing for swindling hundreds of millions of dollars from his company. "The people 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

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 completely interwoven. I wouldn't want to have one without the other. When I'm going up to my [more...](#)

Trump Wisdom Akin to Police Wisdom

POSTED BY JACK J. CAMBRIA

Commanding Officer, NYPD Hostage Negotiation Team

Donald Trump's business wisdom has definite correlations to police work, especially the highly specialized field of hostage negotiation. Aphorisms of his that resonate with those of us on the hostage negotiation team are: Go with your gut Work with people you like Set the standard Think positively Go against the tide Mr. Trump's sayings represent a call to action, but they're also ideals. The problem in applying these guidelines occurs when we introduce the interpersonal element. For example, people generally go into negotiations with a preconceived notion of how they would like them to turn out. Often, they find that [more...](#)

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, [more...](#)

Ask Mr. Trump: Questions from Around the World

POSTED BY MICHAEL SEXTON

President, Trump University

Donald Trump has long had a high profile, but only recently, with the popularity of The Apprentice, has he assumed the dimensions of a folk hero. To his audience, he is a potent symbol of the American dream, a towering icon of success. "Ask Mr. Trump," a feature on the Trump University website, reveals the various segments of America and the world in which his message of success resonates deeply. Every week, hundreds of people send questions to the site. Aspiring entrepreneurs and business leaders around the world solicit his advice on how to get ahead, how to be [more...](#)

Trump in Vegas

POSTED BY DONALD J. TRUMP

Chairman, Trump University

trump n: 1. a. A suit in card games that outranks all other suits for the duration of a hand. b. A card of such a suit. c. A trump card. 2. A key resource to be used at an opportune moment. 3. Informal A reliable or admirable person. On July 12 I will be breaking ground on the Trump International Hotel & Tower. Starting a new building is always a big deal, but this one is particularly special. It represents my first real estate foray into Las Vegas, and it's the fulfillment of a dream. Also, this event announces [more...](#)

Donald Trump: Educator

POSTED BY DONALD J. TRUMP

Chairman, Trump University

I'd be lying if I said I don't think about my legacy. The values I hold true and the buildings I've put up are intended to carry beyond the here and now; I want them to survive well past my own time on earth. I'm particularly interested in my legacy as an educator, which is part of the reason I started Trump University. I relish the idea that this venture will help to shape future generations of entrepreneurs and business managers. I believe the knowledge and experience I've acquired after many years in business are applicable beyond my own [more...](#)

On Being a Brand: What's in a Name?

POSTED BY DONALD J. TRUMP

Chairman, Trump University

I never planned on becoming a brand name. Nevertheless, my wellspring of ideas, my own personal aesthetic, and a variety of circumstances have resulted in an expanding network of interests. Trump has ultimately become a great brand name due to my rigorous standards of quality. The Trump brand carries a promise that whatever bears the name will be elite. It all started with Trump Tower. I was originally going to call it Tiffany Tower, but good sense prevailed. Trump Tower is my signature building, and serves as the model for my idea of branding. From the start, I wanted [more...](#)

Trump University: The First Thirty Days

POSTED BY MICHAEL SEXTON

President, Trump University

Trump University launched at the end of May, and already we've been flooded with e-mails from people all over the world who want to partner with us in some way. Undoubtedly, the magic of the Trump name is largely responsible for this outpouring of interest. The enthusiastic response also shows that what we're offering has currency around the world. The global economy carries with it an urgent, ongoing need for business training with a global reach, which means practical, just-in-time learning that's available 24/7. Indeed, these inquiries from the four corners of the globe confirm that the Internet, for [more...](#)

Trump University Lampooned: We're Laughing All the Way to the Bank

POSTED BY DONALD J. TRUMP

Chairman, Trump University

Recently Gary Trudeau spent a week lampooning Trump University in his comic strip Doonesbury. The basic premise of each strip in the series revolved around the disparity between Trump University and a traditional university. It was vaguely funny in the first strip, and less funny in subsequent ones. Trump University has also been mocked in one of Jay Leno's monologues, in the New York Post's Page Six cartoon, and probably in a lot of other places. It's nice to see that my new venture is making a splash in popular culture. As they say, no press is bad press [more...](#)

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 [more...](#))

Why I Started Trump University: A Passion for Learning

POSTED BY DONALD J. TRUMP

Chairman, Trump University

I have a real passion for learning. It grew out of my days as a student at the Wharton School and my professional experience. It became obvious to me early in my career that education gives a person an edge in business. People who are more educated--by which I mean not just formal education, but preparation in general--simply have an advantage. It's good common sense that risk--always an essential feature of business--is substantially reduced when you make an effort to learn everything you can about what you're getting yourself into. My books and seminars have always included a strong educational [more...](#)

Boundaryless Education for a Boundaryless Career

POSTED BY MICHAEL SEXTON

President, Trump University

The traditional employee-employer relationship is a thing of the past. The primary reason for this is well known: globalization and the need for businesses to cut costs in order to remain competitive. Labor has been hit hard by layoffs, downsizing, and outsourcing. For many Americans, the phrase "global economy" is invested with a certain amount of grief. For some, the new economy has been a godsend. Free agents, for example, who work for multiple companies on a project basis, have proven themselves to be a highly evolved species of worker in the dynamic, fast-moving climate of contemporary business. Many [more...](#)

Trump University: We Teach Success

POSTED BY DONALD J. TRUMP

Chairman, Trump University

It's a known fact that I'm no technophile. I'm on record as a being someone who has no use for e-mail. That's just because it doesn't fit my personal style. Regardless of my own relationship (or non-relationship) with computers, I'm well aware of how pervasive technology has become, and how it's a driving force in every aspect of business today. It's certainly a big part of The Trump Organization, and I'm fortunate that I'm able to hire the most highly skilled technical people available to do what needs to be done. Technology has become prevalent in education, too, a fact [more...](#)