



The Natural History of the Rich: A Field Guide

Richard Conniff

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A tantalizing, droll study of the idiosyncratic existence of the very rich, through the unexpected lens of the naturalist.

Journalist Richard Conniff probes the age-old question "Are the rich different from you and me?" and finds that they are indeed a completely different animal. He observes with great humor and finesse this socially unique species, revealing their strategies for ensuring dominance and submission, their flourishes of display behavior, the intricate dynamics of their pecking order, as well as their unorthodox mating practices. Through comparisons to other equally exotic animals, Conniff uncovers surprising commonalities.

• How did Bill Gates achieve his single greatest act of social dominance by being nice? • How does the flattery of the rich resemble the grooming behavior of baboons? • What made the British aristocracy the single most successful animal dominance hierarchy in the history of the planet? • How does Old Money's disdain for the nouveaux riches resemble the pig-grunting of mountain gorillas?

This marvelously entertaining field guide captures in vivid detail the behaviors and habitats of the world's most captivating yet elusive animal.



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