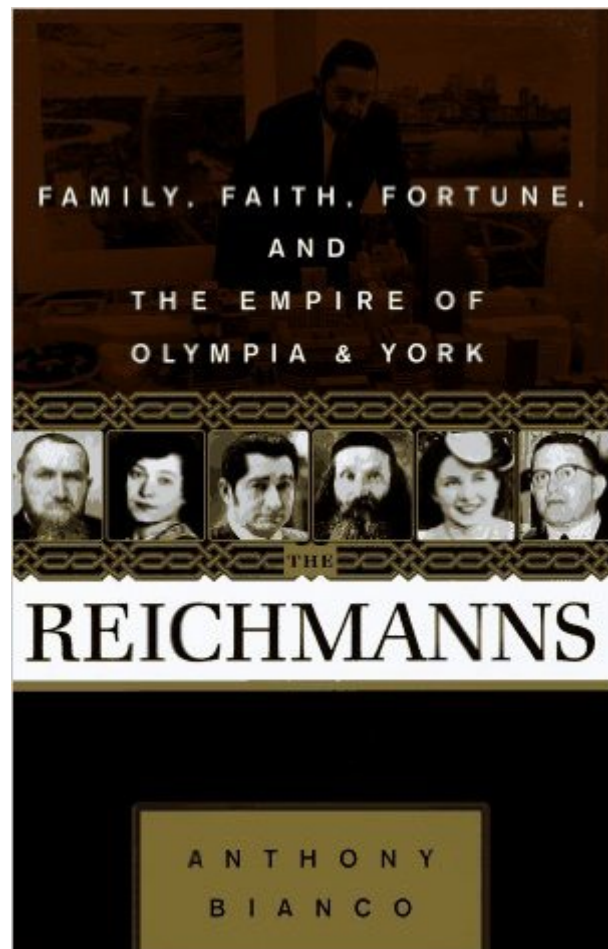


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# The Reichmanns: Family, Faith, Fortune, And The Empire Of Olympia & York



## Synopsis

The epic rise and spectacular fall of the devoutly religious and secretive family that was one of the ten richest of the world. The Reichmanns is filled with fascinating characters, epic scope, and an illuminating look at the world of the ultra-orthodox. 16 pp. of photos. 608 pp. Author tour. Targeted ads. Online promotion. 35,000 print.

## Book Information

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## Customer Reviews

The book discusses in great detail the Reichmann family's role both in Jewish culture over the last couple hundred years and in the real estate developement business over the last 40 or so years. The part I liked the best was the descriptions of 18th and 19th century Jewish life in the "oberland"(sp?) of Hungary. A lost culture, thanks not only to the Nazis but also to Jewish Emancipation. In a way, it is inspirational, as it shows how one family managed to integrate a healthy, traditional religious expression with philanthropy and business acumen. It also shows that you cannot understand what makes that family "tick" without understanding the rich culture and religion of orthodox jewishness. The greatest strength of this book, in my opinion, is that it is a \_history\_ of the family and its business, religious, philanthropic, and cultural dealings. It isn't the hagiography that so many business biographies in the popular press tend to be.

Just as stated in the dust cover of the book, Anthony Bianco's book "The Reichmanns" combines the themes of at least three other books i.e. "World of Our Fathers", "The Warburgs" and "Barbarians at

the Gate." Additionally, the book throws some additional light on Margaret Thatcher's England and the Mulrooney government of Canada in the 1980s. The book reads like a novel and holds the reader entranced all the way to the end. This reviewer came to the book without even having heard of the Reichmann family previously and still found the book a very comfortable read. The book makes very few pretensions about the previous knowledge of the reader. What unfamiliar terms are used by Bianco in this book are Yiddish and Hebrew phrases intentionally added to lend an authentic atmosphere to the book. The terms are repeated often enough that they too become a comfortable part of the text. Bianco, as the author of a previous book on business and the economy--"Rainmaker"-- is well suited to the subject matter. Early in the book he sets out to explain the fresh egg trade in Europe prior to World War II (revealing that England imported most of the fresh eggs that it consumed and most of those eggs came from Hungary).. But his style draws the reader in and the book ends up making even the egg trade of Europe interesting to the average reader.

The ReichmannsThe book, "The Reichmanns; Family, Faith, Fortune and The Empire of Olympia & York" by Anthony Bianco is a 668 page mind boggling tale of a family dynasty that came from nowhere and rose to one of the most wealthy families in the world in one generation. The book explains how through Paul Reichmann's insatiable drive and willingness to parlay the profit from each successful project into a much larger endeavor, their wealth exploded to over \$10 billion at the peak, just before risking everything on Canary Warf on London's East End. At times it's a bit of a fight to get through the sections that are not related to business and real estate, but those sections give you a good idea about the family's morals and values and bring you closer to understanding their thinking. A memorable section is when they braved the NYC real estate slump of 1976 - 1997 and purchased eight skyscrapers from the Uris Building Corporation for \$46 million down. Within a decade the package would have a value of over \$3 billion. The book is packed with similar anecdotes that both inspire and encourage someone wanting to build a real estate fortune of their own. By Kevin Kingston author of, "A 20,000% Gain in Real Estate"

The Reichmanns: Family, Faith, Fortune, and the Empire of Olympia & York was hard to get into at first, due to the small and crowded text. After watching the documentary Faith and Fortune: The Reichmann Story, however, I was able to return to the book with gusto. The movie clarified who was who in the book, and motivated me to compare the book to the documentary. The book is definitely much better than the movie, but it had a lot more time and space to be so much better. It's a big

book! There are chapters on the personal lives of the Reichmanns and chapters on their business lives. I was surprised I thoroughly read so much of the business sections, since real estate, money and construction are not topics that particularly interest me. But Anthony Bianco did an excellent job making those topics readable to the average reader. The personal parts, as well as the family's philanthropy, is what I found most intriguing, though. This is an unforgettable family I knew nothing about before reading this book. It was hard not to always root for them, even when the Canary Wharf job brought everything down, and even though they pretty much stayed in their own ultra-Orthodox world. Paul Reichmann was as fascinating a person as any you'll ever find in a book, either nonfiction or fiction.

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