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## Trump This: Ivanka's New Business Memoir

The Donald's daughter presents *The Trump Card: Playing To Win In Work And Life*

By [Julie Vadnal](#) | October 16, 2009 2:00 p.m.

At 27, daughter-to-The-Donald Ivanka Trump has taken the blonde-heiress road less traveled: She graduated from Wharton (just like dad) in 2004, and spent two years at an outside real estate company before taking on her current role at The Trump Organization as EVP of Development and Acquisitions. She's also a boardroom judge on *The Apprentice*, oversees an eponymous jewelry line, and is engaged to 28-year-old *New York Observer* publisher Jared Kushner, who she'll wed later this month. And even though she's extremely hardworking (as is required of a Trump, she says), we like to think ELLE deserves a little bit of credit for her laundry list of successes. "ELLE was my first employer," she says, recalling her first modeling gig at 14 with then artistic director Gilles Bensimon. This week, she releases *The Trump Card: Playing To Win In Work And Life* (Touchstone), a business memoir about growing up Trump and how best to play that card.



Photo: Getty Images

ELLE: Why write a book on career advice only five years out of college?

Ivanka Trump: It was never really something I aspired to, but after being on *The Apprentice*, I got so many letters from young people who wanted basic career advice. How do I get hired faster? How do you lay the foundation for a successful career? And there really wasn't anything that spoke to people in a peer-to-peer-type way. Everything was told from the vantage point of a 70-year-old man reflecting on a long corporate career.

ELLE: Do you still feel like you have to prove yourself because you're so young and, more obviously, the daughter of the most famous real estate mogul in the world?

IT: There will always be people who question my validity and question whether I should have a seat at the table. The fact is, you just can't allow that to restrain you. If you do, you'll become paralyzed by it. I'm the first to admit that I capitalize on every asset that's available to me, but I believe that everyone has unique points and areas of opportunity that they, too, have to identify and capitalize on.

ELLE: True. But not many of us had Michael Jackson at our ballet recitals, which you recount in the book.

IT: That was unusual. Obviously, I grew up with outrageous exposure to interesting things, but I think I had very human and childlike reactions to those situations. At the time, I just wanted to be like everyone else. Now, I'd go, "How freaking cool is that?"

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ELLE: How do you think growing up with two brothers affected your business sense?

IT: Having brothers helped me feel comfortable working in a male-oriented environment, which is very important when you're spending a good portion of your week on a construction site.

ELLE: Were they tough on you?

IT: Oh yeah. And they were best friends, too, which means they ganged up on me quite a bit.

ELLE: What have you learned from them?

IT: My older brother Don always says, "You never get anything you don't ask for," which I always thought was a great lesson.

ELLE: Do you see the shaky economy as an opportunity?

IT: One of the positive glimmers in this economy is that when deals are made, they're bold. I tend to believe that transacting in this climate will yield good rewards. We're very actively looking, but I still think it's a bit early on the real estate front. We're around 18 months away.

ELLE: Have you cut back on your own personal spending?

IT: I don't need too much stuff, and I've never been particularly interested in shopping. My greatest indulgence is massages; I get one every month and a half. It would be one of the last things I'd give up.

ELLE: But let's say you could only spend \$20 today, what would you do with it?

IT: I would go to Burger Heaven, get an order of mozzarella sticks, fries, and two milkshakes to share with a friend. I love the things that one shouldn't so close to her wedding.

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