

This toolkit's Google Drive Folder [BBB Media/ Promotional Tool Kit \(External\)](#) includes...

Promotional Images

Chuck's Headshots [CC BBB Headshots](#)

Front/ Back Cover Images [Copy of BookBlurb-BackCover.png](#) / [Copy of BookBlurb-BackCover.png](#)

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Author's Statement

Burned by Billionaires | Media Toolkit

Burned by Billionaires: How Concentrated Wealth and Power Are Ruining Our Lives and Planet by Chuck Collins, a senior scholar at the Institute for Policy Studies is a scathing exposé of the hidden impact of America's ultrawealthy on our social, economic, political, and ecological landscape—as well as a path toward a more equitable future.

Social Media Accounts

Instagram:

<https://www.instagram.com/chuckcollins7/>

Facebook:

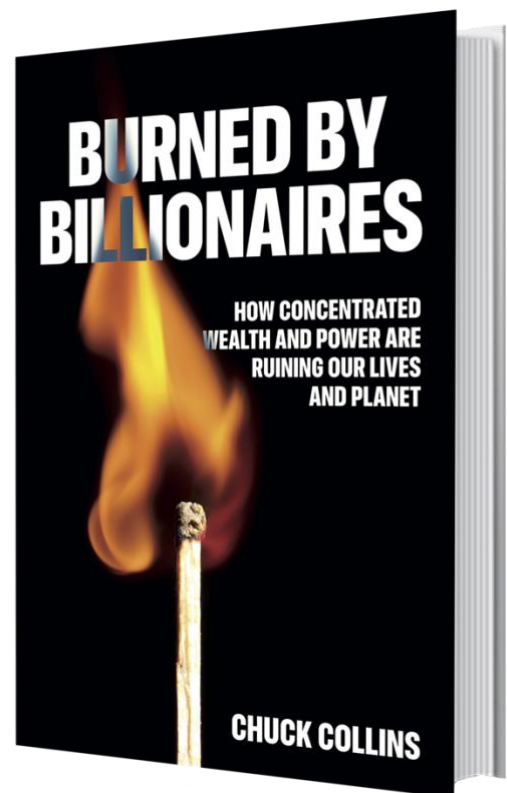
<https://www.facebook.com/chuckcollinsonline/>

Substack:

<https://chuckcollinswrites.substack.com/>

BlueSky:

<https://bsky.app/profile/chuck77.bsky.social>



How to Use this Media Toolkit

This contents of this toolkit are for you to use, including the templates, and you are also free to create your own

Website: chuckcollinswrites.com

Publisher's Website: <https://thenewpress.org/books/burned-by-billionaires/?v=eb65bcceaa5f>

Be sure to tag us at:

- Instagram:
- Facebook:
- Substack:
- BlueSky:

When promoting on social media use these hashtags:

#BurnedByBillionaires

#BillionaireBurn

#TakeltPersonally

Event Schedule

OCT 7-BOOK RELEASE DATE

WED OCT 15

6 pm EVENT: Papercuts Bookstore in Jamaica Plain

THURS OCT 16

7 pm: EVENT: Brattleboro Release Party, 118 Elliot Street (Everyone's Books)

FRIDAY NOV 15

Time? EVENT: Politics & Prose Bookstore, Washington DC

NOV 17-19

DC Events: BILLIONAIRE BASH

THURS Nov 4 4:30 at Boston College

Evening Talk to be scheduled

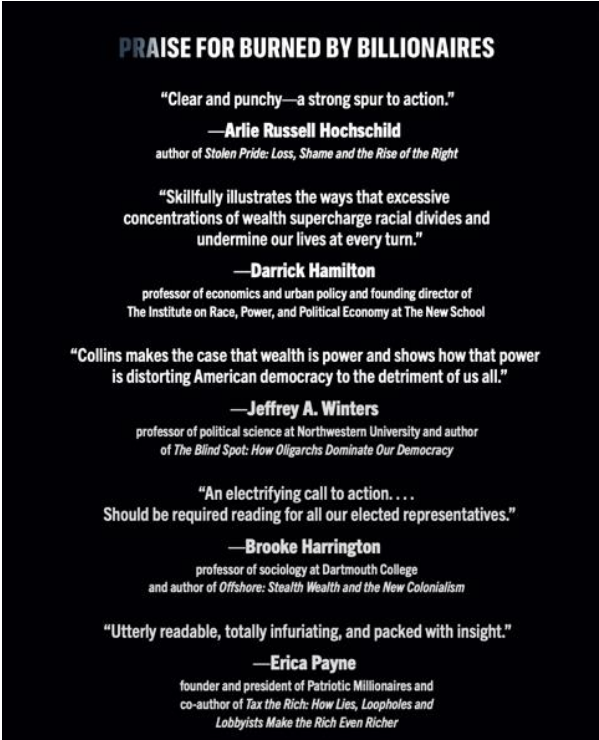
Event Promotion

Follow Us/ Tag Us on Social Media

Be sure to tag us at:

- Instagram:
- Facebook:
- Substack:
- BlueSky:

Sample Social Media Post

Sample Image	Sample Post
 The image shows the front cover of a book titled "PRAISE FOR BURNED BY BILLIONAIRES". The cover is dark with white text. It features five endorsements from prominent figures, each with their name in bold and their credentials below. The endorsements are: 1. "Clear and punchy—a strong spur to action." by Arlie Russell Hochschild, author of "Stolen Pride: Loss, Shame and the Rise of the Right". 2. "Skillfully illustrates the ways that excessive concentrations of wealth supercharge racial divides and undermine our lives at every turn." by Darrick Hamilton, professor of economics and urban policy and founding director of The Institute on Race, Power, and Political Economy at The New School. 3. "Collins makes the case that wealth is power and shows how that power is distorting American democracy to the detriment of us all." by Jeffrey A. Winters, professor of political science at Northwestern University and author of "The Blind Spot: How Oligarchs Dominate Our Democracy". 4. "An electrifying call to action. . . . Should be required reading for all our elected representatives." by Brooke Harrington, professor of sociology at Dartmouth College and author of "Offshore: Stealth Wealth and the New Colonialism". 5. "Utterly readable, totally infuriating, and packed with insight." by Erica Payne, founder and president of Patriotic Millionaires and co-author of "Tax the Rich: How Lies, Loopholes and Lobbyists Make the Rich Even Richer".	Blub, blub, blub....

Sample Email

Dear [Insert Your Audience],

Are you aware of how the billionaire class controls our politics, food, and even the lives of our pets? Billionaires are influencing every aspect of our lives and it's hurting us all!

Join us to hear author Chuck Collins speak about his new book hot off the presses, ***Burned by Billionaires: How Concentrated Wealth and Power Are Ruining Our Lives and Planet.***

Chuck is a senior scholar with the Institute for Policy studies where he leads the Program on Inequality and Common Good. An expert on the wealthy and environment, Chuck will be speaking about his new book on **[insert date]** at **[location]**.

You can learn more about Chuck and the book on his [website](#).

Copies are available to [purchase!](#)

We hope to see you there!

[Insert name]

Press Release

[Available here!](#)

Book Description

Even if you don't begrudge the ultra-rich their multiple vacation homes, fancy boats, and private jets, the truth is that billionaire power touches you –where you live, what you pay for housing, what you eat, and what news you consume. In this explosive new book, Chuck Collins, a leading scholar of economic inequality, chronicles how the actions of the top .01% have severe consequences for the rest of us.

Illustrating with humorous cartoons and shocking graphics how we are all “burned by billionaires,” Collins demonstrates how the über-wealthy have rigged tax policies in their favor, shifting costs onto working people while reducing public funding for schools, roads, and other essential infrastructure. In a world of have-yachts and have-nots, billionaire travel habits are literally burning up the planet, with private jets and boats the size of apartment buildings pumping disproportionate amounts of carbon into our atmosphere. The wealthiest people's investments in luxury skyscrapers and hoarding of residential real estate are shrinking the pool of affordable housing, pushing the American dream out of reach for many families. Acquisitions of health care by venture capitalists are causing hospitals to close and even the cost of your dog's trip to the vet to skyrocket. Perhaps worst of all, this concentration of wealth and power is leading to oligarchic capture of our government by a few extraordinarily wealthy people -- Elon Musk being only the most flagrant example – thereby undermining the democratic principle that our votes matter equally.

Against this picture of rising inequality, Collins offers concrete prescriptions for how we can take power back from the billionaire class, creating a society of universal abundance instead of abundant inequality.

57-word Book Description

Even if you don't begrudge the ultra-rich their vacation homes, yachts, and private jets, billionaire power affects where you live, your housing costs, what you eat, and what news you consume. In this explosive new book, Chuck Collins, a leading scholar of economic inequality, chronicles how the top .01%'s actions have severe consequences for us all.

Even Shorter Book Description

Even if you don't begrudge the ultra-rich their vacation homes, yachts, and private jets, billionaire power affects where you live, your housing costs, what you eat, and what news you consume. In this explosive new book, Chuck Collins, a leading scholar of economic inequality, chronicles how the top .01%'s actions have severe consequences for us all.

Author's Bio

Chuck Collins is a senior scholar at the Institute for Policy Studies where he coedits Inequality.org. He is the author of several books, including *Born on Third Base*, *The Wealth Hoarders*, *Wealth and Our Commonwealth* (with Bill Gates Sr), and *Economic Apartheid in America* and *Burned by Billionaires* (both from The New Press). He lives in Vermont.

Book Summary

A scathing exposé of the hidden impact of America's ultra wealthy on our social, economic, political, and ecological landscape—as well as a path toward a more equitable future

“The three hundred largest yachts in the world emit as much carbon dioxide as the ten million inhabitants of Burundi.” —from *Burned by Billionaires*

Recently, it has become increasingly evident that extreme concentrations of wealth and power have profound impacts on our politics, but extreme inequality's influence on our daily lives—and our futures—has been vastly overlooked.

In *Burned by Billionaires*, author and a senior scholar at the Institute for Policy Studies in Washington, DC, Chuck Collins chronicles how the actions of the top .01% have severe consequences for the rest of us, especially those of marginalized identities. Collins takes down the “myth of meritocracy,” unraveling how the rich rig the game in their favor, resulting in a concentration of wealth in the hands of a tiny (but growing) class of billionaires—leading to both intense income and political polarization.

In a wholly original argument, Collins charts this economic, social, and ecological destruction and shows how these effects manifest in every facet of our society, including:

- Increasing the tax burden on ordinary working people
- Reducing public funding for schools, roads, and other essential infrastructure
- Shrinking the pool of affordable housing, especially in poor and urban areas
- Accelerating climate change and dictating what ends up on our dinner plate
- Shaping the news we consume and fueling the spread of misinformation

Collins argues that perhaps, worst of all, the concentration of wealth and power is leading to political hijacking, undermining the democratic principle that our votes matter equally. Full of engrossing charts, graphs, political cartoons, and more, this book is an urgent call-to-action and road map to a more equitable society, where everyone has access to the resources that will allow them to thrive—and one where it is no longer commonplace to live in a constant state of uncertainty, fear, and anxiety *Burned by Billionaires* offers a pointed prescription for taking power back from the billionaire class and achieving the shared prosperity that comes from a healthy and equal society.

Blurbs/ Reviews

“Clear and punchy—a strong spur to action”

“At the invitation of billionaire Donald Trump, the richest man in the world was invited to comb through America's public purse, cutting such programs for those in need as Head Start and Meals on Wheels. In *Burned by Billionaires*, Chuck Collins asks, what's wrong

with this picture? What are we telling ourselves that makes this seem right? What devastating consequences of it are we ignoring? Clear and punchy, Collins has written a strong spur to action.”

Arlie Russell Hochschild

Author of Stolen Pride: Lose, Shame and the Rise of the Right

“Skillfully illustrates the ways that excessive concentrations of wealth supercharge racial divides and undermine our lives at every turn”

Darrick Hamilton

Professor of Economics and Urban Policy and Founding Director of The Institute of Race, Power, and Political Economy at the New School

“Collins makes the case that wealth is power and shows how that power is distorting American democracy to the detriment of us all.”

Jeffery A. Winters

Professor of Political Science at Northwestern University and author of *The Blind Spot: How Oligarchs Dominate our Democracy*

“An electrifying call to action... Should be required reading for all our elected representatives.”

Brooke Harrington

Professor of Sociology at Dartmouth College and author of *Offshore: Stealth Wealth and the New Colonialism*

“Utterly readable, totally infuriating, and packed with insight.”

Erica Payne

Founder and President of Patriotic Millionaires and co-author of *Tax the Rich: How Lies, Loopholes, and Lobbyists Make the Rich Even Richer*

“An incisive must-read account of how we are all being hurt by those with excessive wealth, *Burned by Billionaires* also provides hard-won wisdom about what can be done to unrig the system before they wreck our world.”

Nancy MacLean

Author of Democracy in Chains: The Deep History of the Radical Right's Stealth Plan for America

“Collins makes the case that wealth is power and shows how that power is distorting American democracy to the detriment of us all.”

Jeffery A. Winters

Professor of political science at Northwestern University and author of *The Blind Spot: How Oligarchs Dominate Our Democracy*

“A riveting, shocking and must-read exposé, showing how 800 billionaires are torching our jobs, housing, health, democracy, and planet—and how to stop them.”

Charles Derber

Professor of sociology at Boston College and author of *Who Owns Democracy?* and *Bonfire*

“Billionaires are burning down the planet, our democracy, and your 401ks. In *Burned by Billionaires*, Chuck Collins shows us why you should take it personally and how to fight back.”

Andrew Boyd

Co-founder of Climate Clock and author of *Beautiful Trouble*