

Thomas Druyen: *Myths of Fortune – Outlines of a new Science of ethical Wealth*

In looking at current discussions on the issue of wealth, one sees curiosity and mythmaking, but also an alarming lack of knowledge. A few years ago, in an effort to change this status quo, a new branch of research concerned with the study of private fortunes was developed. Interviews with millionaires and billionaires allow insights into a closed society that is investigated without prejudices. With the help of these studies, the importance of wealth within a society can be evaluated. This research has made it possible to penetrate the psychological, mental and emotional world of wealthy individuals, and it has led to the establishment of an Institute for Comparative Wealth Culture and Wealth Psychology at the Sigmund Freud University, Vienna. The goals and ideas of this “wealth culture” will be presented by the inventor and founder of this new science of ethical wealth, Thomas Druyen. Money and soul are, without doubt, two main factors constituting important parts of the whole coordinate system.



Thomas Druyen is a sociologist and chairman of the Institute for Comparative Wealth Culture and Wealth Psychology at the Sigmund Freud University in Vienna. He is considered to be the founder of wealth studies, and the institute in Vienna is unique in Europe. Druyen also heads the foundation Dialog of the Generations. He became known to a wider public through the books *Olymp des Lebens – Das neue Bild des Alters* (Luchterhand Verlag, 2003) and *Goldkinder – Die Welt des Vermögens* (Muhrmann Verlag, 2007).