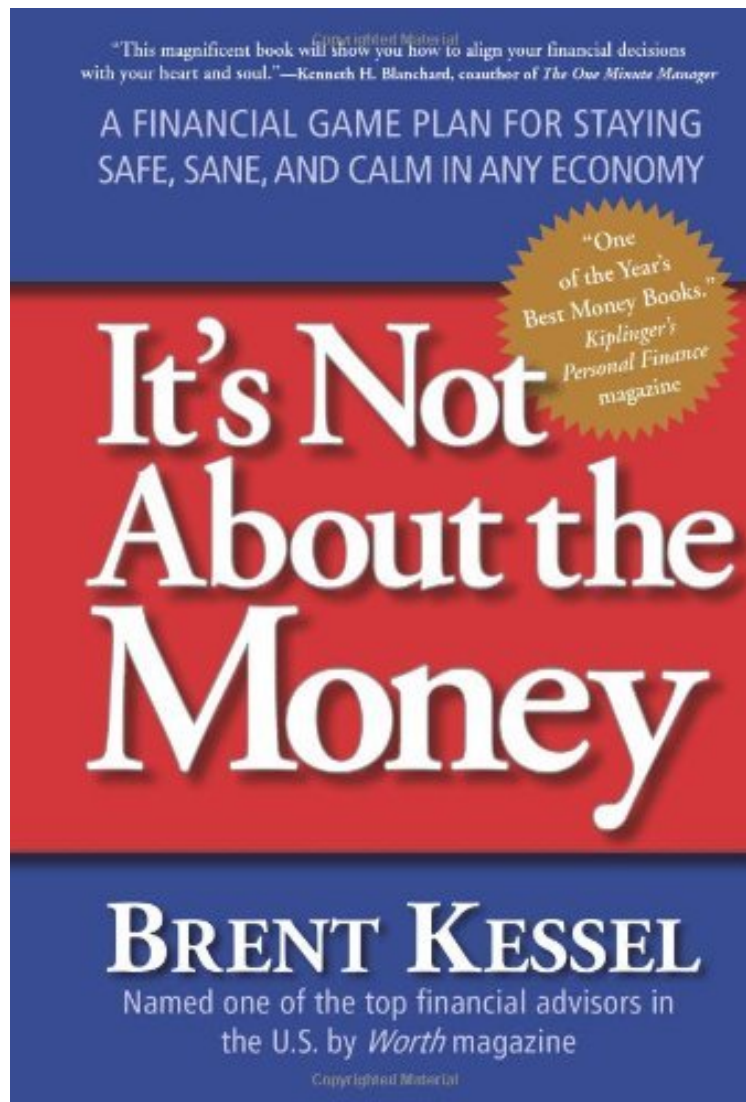


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It's Not About the Money: A Financial Game Plan for Staying Safe, Sane, and Calm in Any Economy

Brent Kessel

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Brent Kessel : It's Not About the Money: A Financial Game Plan for Staying Safe, Sane, and Calm in Any Economy before purchasing it in order to gage whether or not it would be worth my time, and all praised It's Not About the Money: A Financial Game Plan for Staying Safe, Sane, and Calm in Any Economy:

3 of 3 people found the following review helpful. EXPLAINS OUR RELATIONSHIP WITH MONEYBy LuluA great book to help us understand what motivates people and their relationship with money. I found I fit two categories that

contradict each other, but knowing this helped me become a better person because now I know why I feel the way I do about money. There's quite a bit of content on philanthropy, so if you are interested in how to help people that need help, this section describes giving very well. 9 of 9 people found the following review helpful. The 8 Archetypes By indieblack This book is about Kessel's 8 Financial archetypes (see the review before mine for a detailed description). As another reviewer said, this book is worth it if only for the 8 archetype descriptions. While I was reading the book I had a visceral response to some of the information, so I know that it was pushing some unconscious buttons--some of the descriptions are very accurate. However, the solutions chapter, "The Middle Way," was a failure for me. I thought that I was going to get some really effective, detailed advice about how to deal with my main archetypes, and instead was treated to generic self-help. In other words, the author states that it's going to take time to deal with and embrace the internal co-existence of your "Core Story" and your wise/mature self. And that the child-like part of you, from which your Core Story stems, will rebel, but you must be patient-- Duh! This chapter could have been ripped out of a book that I read 18 years ago. The book goes into its third section-- investment. I don't know where this fits in for people who are just starting to get a grasp on their archetypes, especially if they are not an Empire Builder, Saver, or Guardian. So, with this chapter the author started to remind me of Suze Orman. That is, I have never been able to connect with her advice because it seems that it's for people who have considerable wealth or savings. The 8 archetypes makes this book a good buy--used. But I have yet to find a spiritual finance book that has concrete solutions. If anyone has any suggestions let me know! 0 of 0 people found the following review helpful. Interesting perspective By Davis Rowell The introduction of archetypes was a bit of a stretch for me. I can understand the perspective and the device wasn't without merit, but it strained my attention span digging through the worksheets and anecdotes to get what I'd come for. Nevertheless, good albeit basic advice was to be found.

What do the latest financial thinking and ancient spiritual teachings reveal to us about financial freedom? Top financial advisor Brent Kessel insists financial success and security is "not about the money." Rather, it's about what's inside us--first understanding your emotional relationship to money, and only then taking action. It's Not About the Money expertly and compassionately guides you along the path to financial security and true peace of mind. Kessel, founder of two top wealth-management firms, has the inside scoop on the higher wisdom of personal finances, and he wants to share it with you. Through extensive experience as a financial advisor and spiritual seeker, Kessel has discovered that people need to understand their core financial story in order to make meaningful changes. Some of us are savers or caretakers, says Kessel, while others are pleasure seekers and spend like Hollywood stars; some people are idealists who place greater value on creativity or compassion than on financial security; some of us innocently believe our finances will work out without effort; and others obsess about building empires with lasting value. It's Not About the Money will help you identify your money type, providing information and resources as well as exercises and meditations to inspire a fresh approach to your relationship with money that will change your life.

From Publishers Weekly Financial planner by day, yogi by dawn, Kessel offers holistic financial advice in this Buddhist-influenced debut promising both a better financial strategy and greater fulfillment and happiness. More money doesn't necessarily mean more enjoyment of life and freedom from worry, Kessel argues; people are often unhappy with their financial lives because traditional ways to think about money--spend less, save more--work from the outside in rather than the inside out. Kessel highlights the benefits of focusing awareness inward, allowing for the integration of outer actions with inner understanding. He explores eight financial archetypes (including The Pleasure Seeker and The Empire Builder), helps readers determine their type and suggests ways to overcome the problems each type typically faces. Pleasure Seekers, for example, should take a weekly break from wanting or redefine the things that bring them pleasure. The rewards will be an abiding sense of financial fulfillment, a sense of security and confidence about the future and a greater ability to reach important financial goals. Readers interested in an Eastern-influenced approach will find useful advice on how to think about money, as well as insight into what makes us tick. (Jan.) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. What YOUR MONEY OR YOUR LIFE does for your relationship with earning and spending money, Brent Kessel does for your relationship with investing. This book is clear, kind, helpful and empowering. About the Author Brent Kessel was named one of the top 250 financial advisors in the U.S. by Worth magazine, and his company, Abacus Wealth Partners, which manages more than \$800 million in client assets, was named one of the "top 250 wealth management firms in the U.S." by Bloomberg's Wealth Manager.