The Wealthy Barber Returns Dramatically Older And Marginally Wiser David Chilton Offers His Unique Perspectives On World Of Money

A contrarian and controversial look at personal finance, and asuper simple strategy for making—and keeping—moremoney Traditional financial wisdom persuades us to grow our net worthand build our assets. But traditional financial wisdom is oftenwrong. In Cash Cows, Pigs and Jackpots: The Simplest PersonalFinance Strategy You'll Ever See, author and CharteredAccountant David Trahair challenges everything we think we knowabout managing our money, suggesting that that we follow the leadof the financial institutions that are leading us down the path tofinancial ruin. The banks, brokers, and investment companies of the world makeenormous sums of money because they know that cash is king and theyknow how to guarantee cash flow from their clients on a continualbasis. They aren't making the bulk of their money from investing inthe stock market—they're leeching it from regular people likeyou, every minute of every day. Cash Cows, Pigs and Jackpotsturns the tables, showing that the biggest cash cow we have isourselves. Instead of chasing a dream that will never come true, itpresents a financial plan so simple even a 10-year-old couldunderstand it. Explains why the common consensus about making money isinherently flawed Presents an incredibly simple, easy-to-follow plan for reallymaking and saving money Exposes the dangers of trusting money to a bank or broker Helping you break asset addiction, get out of debt, and increaseyour personal cash flow—and your wealth with it, CashCows, Pigs and Jackpots explains how bringing more cash intoyour life and watching carefully where it goes will allow you tosave more, live the life you want, and avoid as much risk aspossible—a great strategy going into the stormy financialyears to come

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