



Personal Finance: Turning Money into Wealth (4th Edition)

By Arthur J Keown

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This personal finance book introduces readers to the concepts, tools, and applications of personal finance and investments. It builds on the 15 Axioms of Personal Finance, and helps individuals develop an intuitive understanding not only of the financial planning process, but also the logic that drives it. In order to leave a lasting impression, this book concentrates on the fundamentals and underlying principles of personal finance, rather than focusing on equations and specific tools which are more easily forgotten. Chapter coverage includes how to prepare for the financial future and highlights some of the important decisions to be faced. The book covers pertinent topics that relate to getting a job and turning that job into a successful career. It also provides easy to follow advice from an expert CPA that can be used as a learning tool in such areas as purchasing a car, getting insurance, investing in mutual funds, etc. For anyone looking for a guide to personal finance and financial planning.

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Editorial Review

From the Back Cover

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