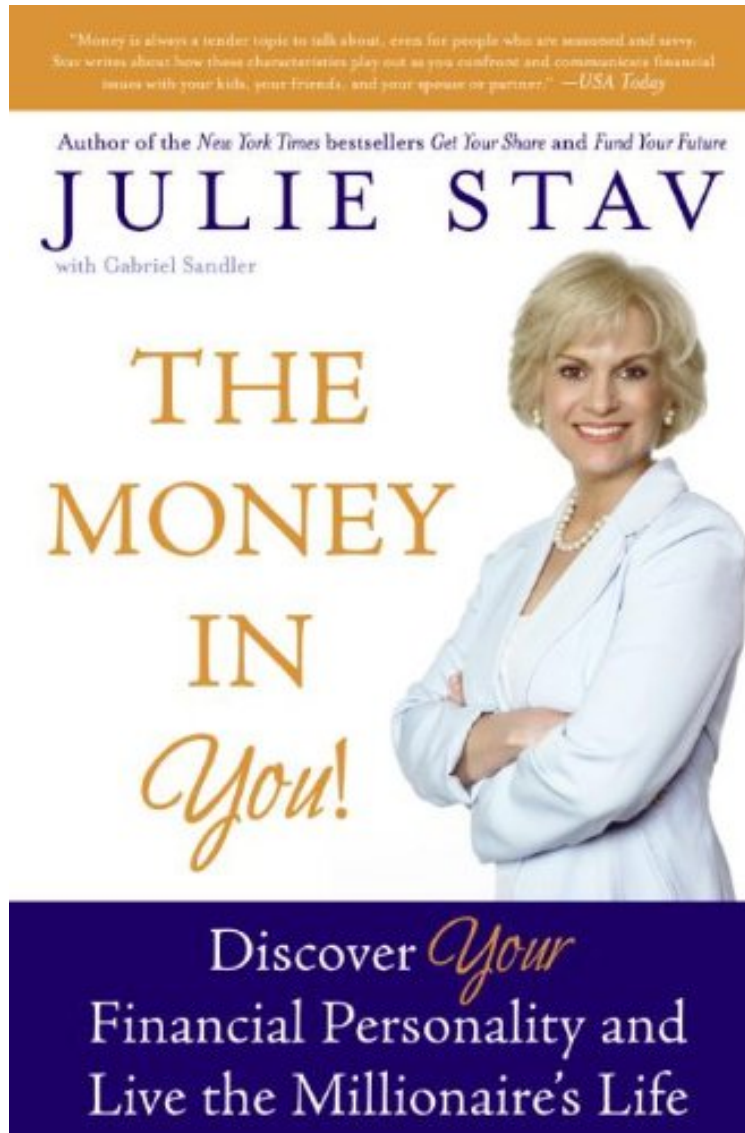


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The Money in You!: Discover Your Financial Personality and Live the Millionaire's Life

Julie Stav

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Julie Stav : The Money in You!: Discover Your Financial Personality and Live the Millionaire's Life before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Money in You!: Discover Your Financial Personality and Live the Millionaire's Life:

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que nos enseñan y nos hacen crecer como personas y mejorar nuestras vidas. Te lo recomiendo!

Julie Stav has long made a name for herself as a financial guru with a solid media platform, and the know-how to make right your financial wrongs. With her most fun and mass appealing book to date, Stav points her financial acumen on what she considers the financial universe's 5 existing financial personality types. Structured much in the same way the signs of the Zodiac are organized (with each Zodiac sign representing its own set of character traits—both strengths AND weaknesses), THE MONEY IN YOU! segments 5 different financial types in this world, and why all of us fit into one more than we do the others. It is our understanding of our financial nature, or the way we innately view money matters, that drives our financial decisions. Mastering this nature is the key to unlocking our financial success. Once Stav helps readers figure out which best defines us, she then helps to create a solid plan around who we are, rather than change us with advice our financial nature is sure to reject. She also teaches the reader how to interact with the other financial types around us, in the relationships that are most important to us.

From Publishers Weekly For most working adults, the perpetual state of one's bank account is a major clue to one's financial "personality," so this book may not offer discovery so much as affirmation. Written by Cuban-born financial guru Stav, who became a bestselling author after hosting a PBS series based on her investing book Get Your Share, this guide introduces financial personality types like the "diva," the "do-gooder," the "diligent investor," the "Dionysian" and the "dependable hoarder." After exploring the advantages and drawbacks of each type and providing coping strategies, Stav delves into the roles that finances can play in relationships with kids, friends and one's spouse. Final chapters look at the fear of success and the "millionaire personality." Although the book provides some decent—if basic—financial advice, it falters in its use of oversimplified financial types. This is perhaps most evident with the organic food-buying, charitable-giving "do-gooder," who the author suggests has no interest in owning a house or buying life insurance and is constantly taken advantage of by friends. Even worse is Stav's condescending attitude toward these values. While her advice is somewhat helpful, the perpetuating of such generalizations is not. (July 1) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

From the Back Cover Julie Stav has long made a name for herself as a financial guru with a solid media platform, and the know-how to make right your financial wrongs. With her most fun and mass appealing book to date, Stav points her financial acumen on what she considers the financial universe's 5 existing financial personality types. Structured much in the same way the signs of the Zodiac are organized (with each Zodiac sign representing its own set of character traits—both strengths AND weaknesses), THE MONEY IN YOU! segments 5 different financial types in this world, and why all of us fit into one more than we do the others. It is our understanding of our financial nature, or the way we innately view money matters, that drives our financial decisions. Mastering this nature is the key to unlocking our financial success. Once Stav helps readers figure out which best defines us, she then helps to create a solid plan around who we are, rather than change us with advice our financial nature is sure to reject. She also teaches the reader how to interact with the other financial types around us, in the relationships that are most important to us.

About the Author Julie Stav is a financial planner, broker, bestselling author, and host of an acclaimed daily call-in radio show. Julie has dedicated her career to the education and empowerment of millions of Americans. She previously authored two New York Times bestsellers, Get Your Share and Fund Your Future. Both have been developed into successful PBS specials on personal finance.

La planificadora financiera Julie Stav se convirtió en un nombre familiar en todo el país cuando presentó su primer programa especial en la cadena de televisión PBS para hablar de su libro, Obtenga Su Porción, incluido en la lista de éxitos de venta del New York Times. También estuvo en esa lista de triunfadores su segundo libro, Invierte en Tu Futuro. Actualmente, Julie llega a diario a personas de habla hispana de todo el país con su programa en radio Cadena Univision, Tu Dinero con Julie Stav, donde sus consejos financieros han enriquecido las vidas de millones. Sus segmentos semanales en el Noticiero Univision, sus presentaciones en populares programas nacionales como The View junto a Barbara Walters y Despierta América, y su revista Tu Dinero, la han convertido en la experta financiera hispana más popular de Estados Unidos. Julie vive en Calabasas, California, con su esposo y sus dos hijos.