

## For Immediate Release

Media Contact: Christina Ekonomi, 805.961.5129 [cekonomi@abc-clio.com](mailto:cekonomi@abc-clio.com)

### ***New Release from Praeger Examines How Financial Decisions Can Serve Your Deepest Values and Highest Priorities***

**July 14<sup>th</sup>, 2015 – Santa Barbara, CA** – From two interdisciplinary professionals, whose work charts the territory between finance and psychology, comes a book that both challenges modern materialism and illuminates a path for readers to learn not only to accumulate money but to use it as a means to a happy and rewarding life.

Designed and written particularly with college students and young professionals in mind, *Finance Is Personal: Making Your Money Work for You in College and Beyond* makes good use of the latest research in psychology, behavioral economics, and neuroscience to go beyond run-of-the-mill financial planning and help readers to navigate the financial world while keeping in mind their own goals and aspirations.

"Although some of the most important decisions we make in life are financial, most people rely on their intuition rather than reason," noted Dr. Tomas Chamorro-Premunzic, professor of business psychology at University College London. "In *Finance Is Personal*, the authors digest key findings from psychology to help readers leverage their natural style, preferences, and values in order to make more effective and profitable choices."

The two authors both have extensive experience and credentials, serving to make the advice they offer rich and substantive. Kim Stephenson, CPsychol, ACII, Dip PFS, is the director of Stephenson Consulting and authored the book *Taming the Pound: Making Money Your Servant, Not Your Master*, nominated for a British Psychological Society prize for Best Popular Science Book of the Year. He has practiced professionally as both a financial advisor and a psychologist. Ann B. Hutchins, CFC, ACC, is principal of Ann B. Hutchins Financial Coaching, having received a Master of Business Administration degree in finance from Babson College and a bachelor's degree in American studies from Hamilton College.

Hutchins's and Stephenson's wide range of experience allows them to pull from many fields of knowledge to shape a holistic, customized approach to financial planning. As well as the latest findings in related fields, the authors connect financial theory and practice to the lessons of traditions such as Buddhism and Christianity. The result is a relatable, digestible work that nonetheless acts as an authoritative and helpful guide to the world of finance. Clive Fletcher, emeritus professor of psychology at Goldsmiths College, University of London, reported, "Stephenson and Hutchins blend financial acumen with sound psychology in a seamless way. Their book explains complex topics in a very accessible form, offering guidance to the college student population in an engaging manner that speaks directly to their issues and concerns about where they are going and why, and how they can manage their money to achieve their aspirations."

The core lessons of the book—setting goals; deferring gratification; and making prudent decisions about credit and borrowing, renting and buying, investing and saving—serve as a scaffold for financial security and a vehicle for

a life well lived. In the words of Dave Mochel, CEO of Applied Attention Consulting, “Stephenson and Hutchins are financial wizards who know something extremely important—they know that money isn't everything.”

*Finance Is Personal: Making Your Money Work for You in College and Beyond* (hardcover, \$37.00) is available on [www.abc-clio.com](http://www.abc-clio.com), and through Amazon and Barnes & Noble.

### **About ABC-CLIO**

Since 1955, ABC-CLIO, LLC, has published award-winning print and digital resources focusing on curriculum, reference, scholarly non-fiction and professional development for teachers and librarians. The company proudly supports educators and librarians in fostering independent critical thinking, and the exploration and understanding of complex issues. Learn more at <http://www.abc-clio.com>.