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An Unconventional Approach To Investing

(NAPSA)-Garrett Gunderson is a controversial capitalist who presents a unique voice in the area of personal finance and wealth. He has made millions for himself before the age of 30-and for others-not by following a blind formula or investing in just one specific market, but rather by developing a way to properly evaluate the growth potential and risk potential of any investment option posed to him.

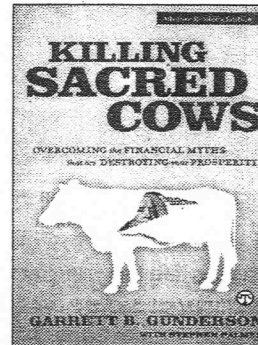
In his new book, "Killing Sacred Cows: Overcoming the Financial Myths That Are Destroying Your Prosperity" (Greenleaf Book Group), Gunderson seeks to uncover the "elusive obvious" and to detail specific financial misconceptions associated with long-standing cultural myths. It specifically addresses:

- Why "investing" in the stock market for most people perpetuates the same poverty mind-set as buying lottery tickets.
- Why false beliefs about "getting out of debt" may be holding you back.
- The phenomenon of what he calls "broke millionaires."

- Why "net worth" is a relatively worthless measurement of our wealth.
- Why the "accumulation theory" of investing that most of us subscribe to is limiting and destructive and prevents us from realizing our potential.

"To kill the sacred cows of our minds, we must persist in learning and doing things that may be uncomfortable to us," says Gunderson. "Keep reading and questioning the assumptions and beliefs circulating out there. Instead of questioning if you will have enough money to retire, question the concept of retirement itself. Deep down, all of us know we were born to do so much more than accumulate a million dollars and retire after 30 years of an uninspired and uninspiring career."

Gunderson doesn't believe one can take a cookie-cutter approach to wealth. He asks readers to take greater personal responsibility and to question how they are creating value for others through their actions and especially with their investments. Readers can find the tools they need through



Gunderson's monthly newsletter, "The Soul Purpose Advocate," available for download at www.garrettbgunderson.com/blog.

With "Killing Sacred Cows," Gunderson hopes to awaken us to the destructive money myths that have plagued the nation since the Great Depression-and shows us how to break free of them before they lead us to falling short financially-and personally. "Killing Sacred Cows" is available wherever books are sold.

For additional information, visit www.killingsacredcows.com.