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Killing Sacred Cows: Overcoming The Financial Myths That Are Destroying Your Prosperity

**KILLING
SACRED COWS**
Overcoming the Financial Myths
That Are Destroying Your Prosperity



GARRETT B. GUNDERSON
WITH STEPHEN PALMER



Synopsis

What will you learn from this audiobook? Tackling nine specific financial myths, *Killing Sacred Cows* is a must for mission-driven individuals. It plainly reveals these shocking truths kept hidden by the traditional financial industry: A 401(k) is not the "safe" and "smart" plan that you have been told it is; in fact, it's an extremely risky investment for most people. Learn to create safer investments that are collateralized, cash-flowing, controllable, and aligned with your expertise, passion, and purpose. Conventional retirement planning strategies, techniques, and products are probably keeping you from the retirement you really want. You can maximize the productivity of your resources, reduce risk, and retire well with the right education and a proper macroeconomic plan. Net worth is a poor indicator of wealth and your ability to retire well. What matters is cash flow, and this book will teach you how to develop it. Debt may not be what you think it is. Learn the proper definition of debt and how this understanding can immediately increase your prosperity. "High risk equals high returns" is dangerous dogma. Learn how to increase your returns and reduce your risk through smart, value-based investing. How to identify the hidden factors that are causing you financial pain and misery. Finally, you can treat more than just symptoms and address root causes. By the time you're done listening to this book, you'll know more about personal finance than most financial advisors - and this is no joke! You'll discover how to take control of your finances now. After hearing it, you'll scoff at generic recommendations from financial advisors who push the same products on every client regardless of their unique personal goals and financial blueprint.

Book Information

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Customer Reviews

I'm reading a book right now called "Killing Sacred Cows - Overcoming The Financial Myths That Are Destroying Your Prosperity" and immediately upon finishing the Introduction to this book, I could tell that it was worth every cent I paid for it and more. In this book, Garrett B. Gunderson breaks down many financial myths that are spread throughout our society and furthered by our schools, financial advisors, and our families and friends that cause us to believe that thinking outside the myths is "too good to be true" or at worse "risky." Gunderson lays out 9 common financial myths and destroys all of them. The crazy thing is, these are pretty common sense, but you would likely never think of them yourself. That is why we all need to read this book. During my reading I thought, "EVERYONE needs to know this stuff!" So I decided to highlight a few notes from the book and portions I highlighted to share with everyone, but these are only SOME highlights I made. Before going any further, place your trust in me and order this book. It is absolutely incredible and game-changing. I have taken the steps to make it easier for you and included a link directly to it right below. I cannot say enough about how amazing it really is.

Killing Sacred Cows: Overcoming the Financial Myths That Are Destroying Your Prosperity

The Introduction: Gunderson states that the dictionary defines a "sacred cow" as an individual, organization, institution, teaching, or belief often considered exempt from criticism or questioning. He then relates it to the financial world claiming that its sacred cows "are the myths and traditions that distort our thinking about money, wealth, success, and prosperity." Throughout the introduction he poses many thought provoking questions including this one, "If only a minority of people are wealthy, why do we follow what the majority of people do financially?" When I read that, all I could think was "WOW! That's a great question." You always hear the majority of people putting their money in 401(k)s, putting it in a CD, some high yield savings account, etc. None of the people I know that do that are wealthy or seem to be on the track to becoming so. In fact, the people I know that are wealthy don't do any of that. This question began to create a mind-shift for me. This book, and particularly this section of it, is riddled with spectacular quotes. He helps the reader to see what true prosperity is and the cost of following a myth rather than our passion. He quotes John F. Kennedy saying, "There are risks and costs to a program of action. But they are far less than the long-range risks and costs of comfortable inaction." My favorite quote by far in this section is from Steve Farber, "Do what you love in the service of people who love what you do." Gunderson challenges us to find our Soul Purpose, which is our way of adding value to the world and states that "if our new goal is to create value in the world, not simply build our net worth, then how we go about becoming prosperous changes forever." "Try not to become a man of success, but rather try to become a man of value." - Albert Einstein

Near the end of the Introduction to this book, Gunderson lays out some of the things you will learn by reading it including:

How the

scarcity paradigm, which is at the root of so much common financial advice, limits our financial success. How the "accumulation theory" of wealth that most of us subscribe to destroys our potential. Why "investing" in the stock market for most people is little better than buying lottery tickets - and how you can create real wealth instead. How most people are in a security dilemma caused by avoiding things they fear, which actually decreases their security - and how to find true security yourself. Why money doesn't equal power. Why the most lucrative investments are by nature the lowest risk. Why the best way to reduce the cost of insurance is to buy the most you possibly can. How false beliefs about "getting out of debt" may keep you from financial freedom. Why value is infinitely more important than price. His underlying questions for all of us, as he asks in the beginning of his Introduction, are "What if everything you thought to be true about money and finances was actually completely false? How soon would you want to find out, and what would you do about it?" My goal is to lay out my notations on each of the 9 myths not only to help educate people that may have the same or a worse mindset than me, but also to journal so that I can learn through repetition. This is truly one of the most incredible and thought provoking books I've ever read. Do yourself a great service and purchase it today and read it as soon as possible. It'll change the way you think of money, your worth, and how you live your life.

I have never written a review before but some of the negative reviews have prompted me to do so now. Does it surprise anyone that the very people who promote the "cows" Gunderson talks about and "kills" in this book, think he is full of it? Is it shocking that the normal investment cronies, the ones who make a commission off of our "normal" investments, are trying to tear down some out-of-the-box thinking? I love the reviewer who is upset by the audacity of Gunderson's "new age thinking" on things like mindset, being in control of your life and that you should focus on what you love to do. Wow! What terrible concepts. For someone like me who is NOT a financial adviser, investment banker, or 401K dealer, I found this to be one of the easiest, comprehensive, straightforward books on finance I have come across. I am a small business owner. I don't understand all the complex financial jargon my local dude at the bank says. I don't regularly watch financial show, because I don't understand all they are saying. I try to educate myself, but my world is in the creative not the analytical. I honestly believe the reason some of the negative reviewers are upset is that this book breaks it down and leaves out the confusion that most books include. I know it sounds crazy to some, but I actually believe, thinking for myself, being in control of my own destiny, creating my environment and loving what I do is important. Gunderson has created an easy way for people to understand and take control of THEIR money and not be a slave to what Wall Street is

telling us. I find it interesting that this book was written before the financial meltdown and almost everything he talked about as a warning came true. How many of the people reading this review actually no longer have a 401K that they can retire on? I bet a lot. They nay-sayers are right in three ways: This book is simple to read, easy to understand and it will actually help you change your mindset around money, investments and savings. Exactly what the "sacred" holders don't want us to know. I highly recommend that you get your copy today.

This book is not conventional financial advice and that is what I loved about it. I generally have found that following the majority will lead to mediocrity at best. I admire anyone that writes a book, it's a huge task, but Gunderson is especially insightful and extremely helpful. I would love to hear more from him in the future.

I haven't read it yet, but I was at a live event that Garrett spoke and I felt a strong connection to the ideas and thoughts he talked about. I felt he was genuine and is a very kind and generous person.

Intelligently challenges financial accepted norms and assumptions. Thought provoking. Could lead you to your own new and better way. The future ain't what it used to be. Not for closed minds.

Garrett Gunderson is the Eckart Tolle of finance. He combines the spiritual and financial realms of our psyches and reminds us to enjoy life in the now and live to our fullest individual potential.

Gunderson expertly dissects these myths, or sacred cows, and presents alternative viewpoints for the reader. I found it a little convicting at times because I was able to recognize where some of my own thinking had been flawed or self-limiting. I practically highlighted every page and am incorporating much of these thoughts in a personal finance class I teach. I have added it to my 'must read' list for my students!

Where was this book when I was young? Why wasn't I required to read a book like this? Wake up America, and read this freaking book. Changed man.

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