



THE PSYCHOLOGY OF WEALTH

Author: Dr. Charles Richards

McGraw-Hill Professional

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Contact: Ann Pryor, Publicity

Ann_pryor@mcgraw-hill.com

The Psychology of Wealth is a pertinent and comprehensive overview of the skills and mindset necessary for success. Prosperity can be achieved by anyone, and Dr. Richards shows the way.”

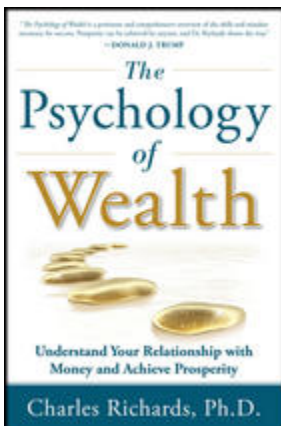
—Donald J. Trump

“What’s in your head determines what’s in your wallet. Dr. Richards gives you the mental hard-drive upgrade you need to finally achieve the greater prosperity and success you desire.”

—Darren Hardy, Publisher, *SUCCESS* magazine

WHAT IS WEALTH? AN EXPERT REDEFINES PROSPERITY AND ABUNDANCE

Actively Grow Your Wealth by Being Fully Conscious of Your Fiscal Mindset



The economic earthquake known as The Great Recession has spurred many questions about the meaning of wealth in our lives. With job losses and record numbers of home foreclosures, not only must we redefine the idea of wealth beyond the simple collection of material objects, but we must also re-examine our personal—and collective—understanding of our psychological relationship with money and how it affects our ability to achieve our financial dreams.

What if wealth wasn’t measured simply in a dollar amount, but in our attitudes toward happiness and abundance? What if we could redefine our values and thinking about prosperity, and in doing so find ourselves in control of our financial destinies? This thought-provoking book answers these questions and more.

The current debate about how we should spend, save, and borrow requires a conscious look at what motivates our personal financial decisions and how our emotions play into our fiscal actions. **THE PSYCHOLOGY OF WEALTH: Understand Your Relationship with Money and Achieve Prosperity (McGraw-Hill Professional; January, 2012; HC, \$26.00)**, written by psychotherapist Dr. Charles Richards, offers a balanced and enlightening look at the emotional side of money—about how we have been taught to use and regard it, and how we can apply that knowledge to accomplish our real goals.

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Dr. Richards shows readers how they can make the most beneficial decisions and chart their best possible financial course by taking the responsibility to educate themselves. He explains that one of the keys to conscious financial living and creating prosperity is seeking out knowledge about our options and resources—or, simply put, learning how money works. For example, he illustrates that credit and debt, while often portrayed as negative, can support personal and financial growth. He steers readers away from the trappings of unconscious debt, such as those involved in revolving credit, and toward the conscious use of debt that promotes responsibility, sets a clear goal, and creates a feeling of accomplishment when paid.

THE PSYCHOLOGY OF WEALTH also includes dozens of stories of inspiring individuals who have overcome adversity to achieve their goals and find empowerment and prosperity. Based on dozens of interviews with some of the nation's most knowledgeable experts in law, finance, politics and business, this fascinating book explores the roles that wealth plays in our lives and the evolution of the American experience of life.

“What will get us out of the unfortunate spot we've gotten ourselves into? In a word: consciousness. Approaching our finances consciously—with an awareness of our circumstances, motivations, and true aims—is key,” Dr. Richards writes in **THE PSYCHOLOGY OF WEALTH**. Along the way, he teaches a new process for seeking and achieving a true and encompassing wealth and offers real-life strategies to create a healthier and happier financial future.

About the Author:

Charles Richards, Ph.D., is a Doctor of Clinical Psychology, author, and licensed psychotherapist in private practice in San Diego, California. He has developed and refined an innovative and highly effective therapeutic process that allows clients to achieve greater health in all areas of their lives. For over ten years, he also trained and coached senior executives of Fortune 100 corporations in management and leadership skills at the Center for Creative Leadership, La Jolla. His clients at CCL have included General Motors, IBM, Apple, Motorola, Qualcomm, Sony, Whirlpool, Honda, SAP, and other well-known companies. Dr. Richards is also an international speaker and presenter.

Read more at www.ThePsychologyofWealth.org

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**For more information, please contact Ann Pryor, Senior Publicity Manager:
212.512.3578 or ann_pryor@mcgraw-hill.com**