

Finance Is Personal: Making Your Money Work for You in College and Beyond: Making Your Money Work for You in College and Beyond

Kim Stephenson, Ann Hutchins

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This groundbreaking personal finance resource shows you how to manage thinking, feelings, and behavior so that you can handle your money to get what *you* want—not what someone else thinks you ought to have to be happy.

- Focuses on the reader's own situation and issues and provides practical knowledge and advice
- Shows readers how to work out what they really want their money to do, how to set goals for what they want, how to build financial plans to achieve those goals, and how to stick to their plans
- Connects older traditional knowledge with the latest research in neuroscience and psychology
- Explains why the reader might think in a particular way so that he/she can understand that to be human is to be complex and sometimes irrational
- Links areas such as visioning, goal setting, deferring gratification, financial planning, and behavioral change, and sets them into a context so the reader can understand, remember, and use the ideas



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