

Your Family Fortune by Susanna Stuart

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Description of the Book

A self-help guide for parents concerned about their finances and the financial direction of their children. The book explains how to get finances into shape, to avoid spending on the kids, to think about the financial future of the family. There are financial strategies on saving for the children's education, retirement; risk management strategies for coping with partnership breakdown, family crises and estate planning. Written by a senior financial advisor for PricewaterhouseCoopers, this book draws interviews with a range of different New Zealand families.

Susanna Stuart believes the needs of parents must come first. Then get the kids on track and establish good values and effective money habits. Nowadays there are sophisticated branding and marketing techniques directed at New Zealand children. This book will help parents to understand how kids are influenced by modern media and how this shapes their attitude to money. The third part of the book deals with financial issues that affect the whole family. Interviews with the study families are interspersed with comments by experts in child psychology and education. Lists, tables and flow charts make this book accessible and relevant to all New Zealand families.

Author Bio

Susanna Stuart is a senior financial advisor at PricewaterhouseCoopers dealing primarily with high net worth clients. She is also involved in corporate work providing educational presentations and executive counselling. She has been writing a 'Money Talks' column for Next magazine since 1996.