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## Saving Money The Missing Link

By Joe Atikian

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After decades of modern financial advice, the vast majority of people have not saved much money. Instead, consumer debt is growing while savings and net worth are falling. No wonder.

The incentives are all wrong. Financial writers say that saving money involves the pain of sacrifice, scaling down, or clipping coupons. Its not very appealing, and few people do it. Saving Money: The Missing Link is not a how to book. It contains no tips on being frugal or penny-pinching because thats not what saving money is about. Instead it shows you what the bankers and coupon clippers have all missed. You need to work with your natural desires in order to succeed. The book explains why its so easy to change your mind about money, enjoy saving, and actually grow your wealth. No special financial knowledge is needed, so everyone can do it and it is pure joy.

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