



# How Much Is Enough? Making Financial Decisions That Create Wealth and Well-being

By Arun Abey, Andrew Ford

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## How Much Is Enough? Making Financial Decisions That Create Wealth and Well-being By Arun Abey, Andrew Ford

How can millions of readers come to grips with their financial situation at a time when nothing seems to be enough? Arun Abey and Andrew Ford believe that the answer lies beyond the balance sheet in the heart and spirit of the individual investor. Having advised investors around the globe, the authors dig deep into the latest economic and social research as they bridge the worlds of financial security and personal well-being. Their book guides readers through a holistic approach to financial planning, one based on the fact that money is only one element in the overall chemistry of a happy life. Readers will learn how to manage their investment portfolios in coordination with their aspirations.

Brilliantly combining economics and social thought, *How Much Is Enough* promises to revolutionize the investment world. Complete with succinct economic advice as well as stories from those who have found peace beyond their bank accounts, the book gives readers the confidence to pursue their own paths toward a secure and fulfilling future. Find happiness and wealth will follow.

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#### **Review**

'Powerful and thought provoking . . . will increase your life balance and bank balance.' --Harold Evensky, certified financial planner, author of Wealth Management, adjunct professor of financial planning at Texas Tech University

#### **About the Author**

**Arun Abey** cofounded the international lifestyle financial-planning firm, ipac securities, and currently serves as its executive chairman, as well as head of strategy for AXA Asia Pacific. Arun graduated with first class honors in arts and economics degrees from the Australian National University and is a Fellow of the Financial Services Institute of Australia.

**Andrew Ford** is a marketing and communications expert who has held senior roles in the financial services and publishing industries in Australia and the UK. Andrew earned a bachelor of economics degree from the University of Sydney and currently serves as national communications manager for ipac securities.

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