

PRESS RELEASE

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NEW BOOK TEACHES HIGH SCHOOL AND COLLEGE GRADS HOW TO BRAND THEMSELVES, PLAY OFFICE POLITICS, SAVE AND INVEST, AND MORE.

With his latest book, *The Five Most Important Financial Things They Don't Teach You In School*, Financial Speaker and Author Robert Laura simplifies what it takes to get ahead and stay ahead financially. It's the book every adult wishes they had when they were starting out.

Laura, a senior bank executive and entrepreneur developed these strategies on his own quest for a six-figure income in the financial services industry. The book is designed for high school and college graduates, along with late bloomers and young professionals. It can be read in less than an hour, and conveniently fits into a back pocket. www.robertlaura.com

"You can't be successful in this world anymore by just going to college and working hard. You need to know how to brand yourself, play office politics, create an automatic process for saving and investing, and how to play good financial defense," says Laura.

His real-life experience and entertaining style inspires reader's to visualize and take concrete steps toward achieving the financial life they deserve. Laura accomplishes this by helping readers:

- Brand themselves with a "Life List" and "Wow" stories to get the job and salary they want
- "Lunch Up, Read Up, and Get A Mentor" in order to quickly transition to a corner office
- Use "Shameless PR" and "Face Time" to get personal and professional results

The Five Most Important Financial Things They Don't Teach You In School is available for \$7.95 at www.robertlaura.com

Laura, who is a member of the National Speakers Association, also holds the designations of Accredited Asset Management Specialist, Chartered Mutual Fund Counselor, and Chartered Retirement Planning Counselor.

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NOTE TO EDITORS:

Contact Robert directly at rl@robertlaura.com or 248-890-0834 for an interview.