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**FOR IMMEDIATE RELEASE**

**CONSCIOUS MONEY**

**Living, Creating, and Investing with Your  
Values for a Sustainable New Prosperity**

By Patricia Aburdene

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**“CONSCIOUS MONEY** articulates a simple, brilliant framework for achieving sustainable financial results, while espousing the highest ideals. Read it, get inspired, and prosper.” – John Mackey Co-CEO and Co-founder, Whole Foods Market

**CONSCIOUS MONEY – THE 21<sup>st</sup> CENTURY MEGATREND THAT SHOWS PEOPLE  
HOW TO BUILD WEALTH WITH INTEGRITY BY INTEGRATING PERSONAL  
VALUES AND PERSONAL FINANCE**

**Bestselling Author Patricia Aburdene Presents Blueprint  
for Growing Wealth, Finding Fulfillment, and Making a Difference  
in New Book, CONSCIOUS MONEY**

As millions become increasingly disillusioned with Wall Street, big banks, and the financial establishment, bestselling author Patricia Aburdene shows readers how to reclaim their financial power in her new book **CONSCIOUS MONEY** (Atria Books/Beyond Words; September 2012). “While ‘finance as usual’ bears plenty of blame, we the people must also take responsibility for misplacing our values and our best instincts about money,” she says. Making financial choices that reflect personal values and self-reliance as well as sound financial principles is at the heart of **CONSCIOUS MONEY**.

Conventional wisdom tells people they must be smart about money. “True, but not enough,” Aburdene says. “What’s smart today might not work tomorrow. Instead of blindly following every notion Wall Street tries to sell us, we must ground ourselves in

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our own financial wisdom, values, and common sense to make better financial choices. This is especially true for people who choose to work with responsible advisors.”

In **CONSCIOUS MONEY**, Aburdene presents a comprehensive strategy to reclaim financial power, heal people’s relationship with money, and expand personal fulfillment by:

1. Knowing yourself and your values,
2. Learning how to recognize businesses that embrace the same values you do,
3. Translating this wisdom and knowledge into action steps as you shop, earn, invest, or contribute.

Aburdene devotes the first three chapters of **CONSCIOUS MONEY** to helping readers identify their values and shows them how to release limiting beliefs by observing their thoughts and feelings about money. She encourages them to commit to a more positive money life by exploring personal and financial mastery. Each chapter of **CONSCIOUS MONEY** contains exercises, checklists, practical steps, and inspiration to help readers move ahead in their quest to align their values with their financial goals.

In the next section of **CONSCIOUS MONEY**, Aburdene explains that to limit financial risk and expand personal fulfillment, readers need to work for, invest in, or shop at businesses whose policies are in line with their personal ideals. She discusses how great companies enjoy excellent relationships with customers, employees, suppliers, investors, communities, and the earth. Companies such as Google, Southwest Airlines, Costco, Eileen Fisher, W.L. Gore & Associates, and The Container Store believe in something beyond earning money. They embody human values in business. Studies show that when companies embrace these traits, they outperform their competitors.

Aburdene then describes how values like sustainability, social justice, and well-being help readers make life-affirming decisions as they shop for Fair Trade goods, local food, organic-certified personal care, and earth-friendly cleaning products. Values also form

the core of conscious investing. For example, socially responsible mutual funds, which honor people and the planet, can also enrich one's pocketbook, since they generally match and sometimes outperform mainstream funds.

"The best way to grow income is by expanding the ability to solve problems creatively," argues Aburdene, who cites an IBM study that found creativity is the trait CEOs value most. "We can all grow more inventive by investing in what I call 'Creative R&D' which requires an open mind, quiet reflection, and way to collect your insights, such as journaling."

By applying the wisdom of Conscious Money to their personal finances, people can build a foundation for sustainable, conscious wealth, change the world by living their values, and discover the peace and fulfillment of a positive money life. **CONSCIOUS MONEY** shows readers how.

As bestselling author Marianne Williamson says in her endorsement of the book, "We can have a new economic era now – where sustainable values and the genius of human consciousness outperform fear and greed. **CONSCIOUS MONEY** imagines it, presents the evidence for it and creates a blueprint for achieving it."

### **About the Author**

Patricia Aburdene is one of the world's leading social forecasters and author of the *Megatrends 2010*, which documented the megatrend of Conscious Capitalism and launched a business revolution. She collaborated with John Naisbitt on the publishing phenomenon *Megatrends*, which topped the charts in the United States, Germany, and Japan. She co-authored the number-one *New York Times* bestsellers, *Megatrends 2000* and *Re-Inventing the Corporation*, and was the lead author of *Megatrends for Women*. Her books and speeches have transformed thousands of companies and millions of people. In 2011 and 2012, Aburdene was named one of America's Top 100 Thought Leaders in Trustworthy Business by Trust Across America. She serves as an Ambassador for the Conscious Capitalism Institute and is on the advisory board of Satori Capital, a social equity firm.