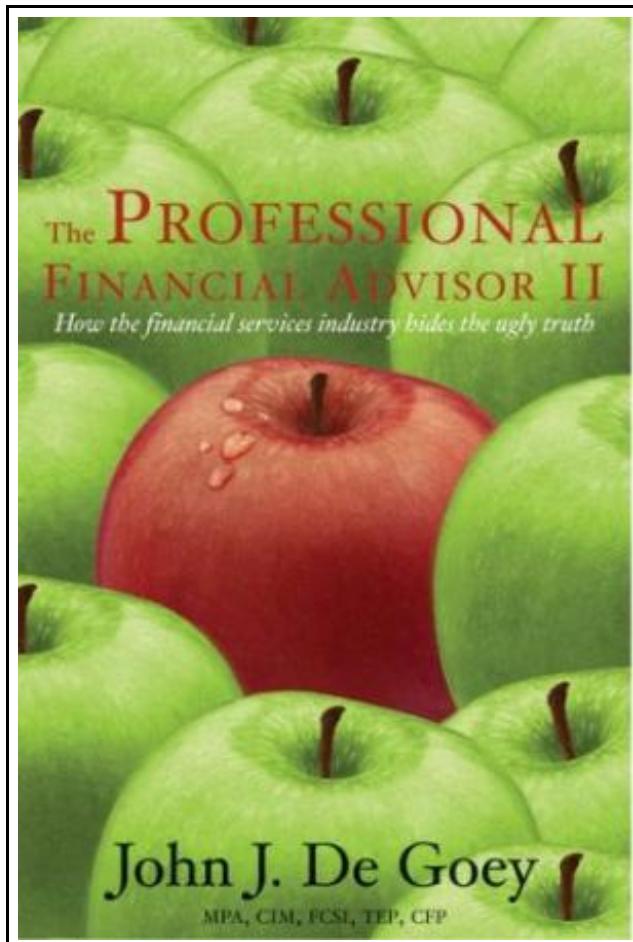


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Insomniac Press. Paperback. Book Condition: new. BRAND NEW, *The Professional Financial Advisor II: How the Financial Services Industry Hides the Ugly Truth*, John J. De Goey, Sweeping changes have hit the financial services industry at the same time as more and more Canadians are turning to professionals to invest their money. Consumers want to work with qualified professionals, but are often left to work with narrow, product-based sales representatives. John J De Goey argues that financial advisers need to change the way they do business. Instead of earning commissions for placing products, they need to begin charging fees for rendering services. In the process, advisors will be putting the interests of their clients ahead of the interests of their employers and product suppliers for the first time. In essence, De Goey is calling for the professionalisation of the financial services industry. This new edition is updated to keep you on top of recent changes in the industry and is written in a more accessible manner. Whether you work in the financial services industry or are currently an investor, De Goey's book should be required reading. He makes complex issues understandable for consumers, and at the same time, encourages advisors to "do the right thing".

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