

Redefining RETIREMENT FOR A NEW GENERATION

Learn to think differently about your retirement as you follow a fact-filled indictment of the status quo. Find out how the conventional view of retirement fails to address the new, game-changing realities as America retires. Take steps to shelter your dreams from the coming “perfect storm” headed for America’s retirement system: The retirement of the baby boom generation, increased life expectancy, and the rise of 401(k) plans means old definitions no longer apply. Develop the tools that will allow you to redefine retirement in a way that accounts for these new challenges.

Break through outdated ways of thinking about retirement with Robert Krakower’s practical and unflinching guide to the risks and opportunities awaiting anyone who wants a winning retirement plan in the 21st Century. Written for the layperson in plain and simple language, *Redefining Retirement for a New Generation* exposes the hazards to a secure retirement that the financial media continues to gloss over. The book is a generational call to arms for anyone worried about the impact of current trends on the retirement system in general and his/her own retirement plans in particular.

Get behind the scenes of the mutual fund industry, and discover the real reason why mutual funds perform so poorly. Apply the 401(k) plan checklist to your own employer’s retirement plan and see how it stacks up against the ideal plan. Understand the pros and cons of the “buy-and-hold” slogan for modern retirement investing, and take control of your retirement as a member of the new generation.

“Robert Krakower breaks through outdated ways of thinking about retirement to present a clear, practical, and unflinching guide to the new realities and risks that we all face in designing a stable retirement plan. He applies his 20 years as an investment advisor and retirement specialist to show the importance of changing your way of thinking to accommodate the radical historical shifts on the ground as the baby boom generation begins to retire. Written in plain language, this little book packs a real punch.”

—Dr. Mike Bechtle, Senior Consultant, FranklinCovey Co., author of *Confident Conversation: How to Communicate Successfully in any Situation*

SAVING YOUR RETIREMENT IN A TURBULENT WORLD



ON TASK PUBLISHING

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Robert Krakower is a Certified Financial Planner and founding partner of Equity Masters Group and The Action Foundry. A graduate from the College for Financial Planning and the prestigious Wharton Business School Executive Program. He holds a Certified Financial Planner designation, as well as a Chartered Life Underwriter designation. Robert is also a Graduate Estate Planning Consultant, and a charter member of the Financial Planning Association.