



# **J.K. Lasser Pro Survival Skills in Financial Services: Strategies for Turbulent Times (J.K. Lasser Pro.)**

*Julian Lowenthal*

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The financial services industry is constantly changing and you need to respond

Change is a constant in the financial services industry (FSI). The question is, "What should you do to survive?" Whether you work in or sell to the industry, you'll benefit from the in-depth insight, professional knowledge, and practical tools found in J.K. Lasser Pro Survival Skills in Financial Services.

Advanced Praise for J.K. Lasser Pro Survival Skills in Financial Services

"The challenges of surviving and succeeding in the financial services industry have never been greater. . . . J.K. Lasser Pro Survival Skills in Financial Services provides a practical guide to dealing with the tough realities of change. The result is an enjoyable, down-to-earth, and interactive resource that provides the knowledge, skills, and human understanding to deal with the forces of change."

-Keith T. Darcy, Executive Vice President, IJB Whitehall Bank & Trust Company

"This book will help my staff work through the most difficult transition in the financial services industry. . . . Julian speaks in a nontechnical, light-handed style to every member of my staff. . . . He draws on his relationships with some of our industry's most important leaders to reinforce his logical and practical views on how to get through the day, the year, and the decades ahead. His book is crisp, easy reading from cover to cover. But his section titled 'Survival Skills Greatest Hits' must be committed to memory. It will be the core of my survival strategy for the rest of my career. I can't wait to put this book in the hands of my whole staff."

-John Adams Vaccaro, CFP, CLU, President, Westport Resources Investment Services, Inc.

Don't get left behind in the whirlwind of change impacting the financial services industry. Pick up J.K. Lasser Pro Survival Skills in Financial Services and take control of your professional life within this dynamic and challenging business environment.

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