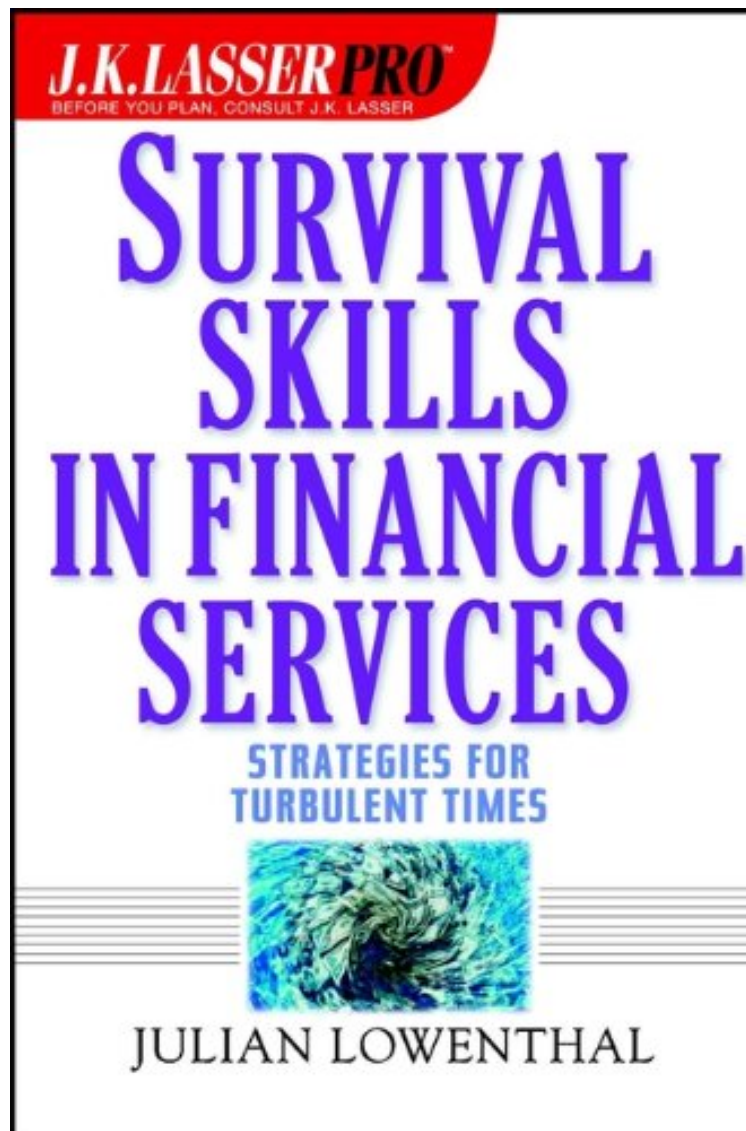


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J.K. Lasser Pro Survival Skills in Financial Services: Strategies for Turbulent Times (J.K. Lasser Pro.)

Julian Lowenthal

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Julian Lowenthal : J.K. Lasser Pro Survival Skills in Financial Services: Strategies for Turbulent Times (J.K. Lasser Pro.) before purchasing it in order to gage whether or not it would be worth my time, and all praised J.K. Lasser Pro Survival Skills in Financial Services: Strategies for Turbulent Times (J.K. Lasser Pro.):

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, IBJ 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.

From the Inside FlapThe financial services industry (FSI) is one of the most dynamic sectors in today's global marketplace. Change has hit financial institutions hard, but it has probably hit you even harder. J.K. Lasser Pro Survival Skills in Financial Services explores how the major industry change forces (technological change, global mobilization, cognizant customers, shifting risks, and a rewriting of the rules) are creating an entirely new set of challenges for you and presents a framework you can use to identify, analyze, and respond to these challenges in order to succeed in these turbulent times. Whether you're working in the industry or you're on the outside looking in, this comprehensive survival guide offers valuable insights into the changes affecting industry participants and provides step-by-step guidance for FSI professionals at all levels: from Leaders and Managers to Builders, Producers, and Supporters as well as strategies and techniques to sell to the industry. To fully cover the issues and challenges facing professionals in the FSI, this book has been divided into three equally informative parts: Part I: The Situation Room discusses the current state of the industry, the major change forces impacting it, and the particular challenges facing professionals at every level. Part II: Survival Manual identifies the specific knowledge and skill requirements you need to succeed in turbulent times. It also presents a "Keys to Survive" matrix that aligns market change forces with professionals working in or selling to the industry. Part III: Pressure Points takes a detailed look at the challenges created by each of the change forces and uncovers the knowledge, skills, and abilities you need to succeed in the face of these issues. J.K. Lasser Pro Survival Skills in Financial Services also features interviews, case studies, and industry research that provide you with practical real-world applications of what it takes to succeed in today's chaotic market environment. Change is hard. It's hard for professionals who run financial institutions. It's hard for the people who try to build the business, manage employees, deliver the products and services, and support the day-to-day workings of the firm. It's also hard for the people who are trying to sell to the industry. Regardless of where you are today or where you want to be tomorrow, J.K. Lasser Pro Survival Skills in Financial Services will help you achieve your professional goals.
From the Back CoverThe 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, IBJ 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.
About the AuthorJULIAN LOWENTHAL is President of The

Practec Group LLC (www.practec.com), a Weston, Connecticut--based consulting firm specializing in the financial services industry. Mr. Lowenthal has more than fifteen years experience helping financial services institutions and professionals maximize performance to meet their business goals. In addition to his consulting work, Mr. Lowenthal has served as an adjunct faculty member at Rutgers University Center for Management and Development, Hunter College's Department of Economics, and Adelphi University's Graduate School of Business. He holds both a master of philosophy and master of arts degree from the economics department at Columbia University, Graduate School of Arts and Sciences.