



Killing Sacred Cows: Overcoming the Financial Myths That Are Destroying Your Prosperity

By Garrett B. Gunderson, Stephen Palmer

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NEW YORK TIMES AND WALL STREET JOURNAL BESTSELLER

Our culture is riddled with destructive myths about money and prosperity that are severely limiting the power, creativity, and financial potential of individuals. In *Killing Sacred Cows*, Garrett B. Gunderson boldly exposes ingrained fallacies and misguided traditions in the world of personal finance. He presents a revolutionary perspective that can create unprecedented opportunity and wealth for thoughtful, mission-driven individuals.

Our financial lives are intimately connected to our societal contributions, and we must be financially free in order to achieve our fullest potential. Sadly, however, most people are held captive in their financial lives by misinformation, propaganda, and limited knowledge. Through well-reasoned arguments, unflinching logic, and revelatory insight, Gunderson defeats common clichés and faulty retirement planning advice to plainly demonstrate the following and much more:

- 401(k)s and the stock market are the most risky investments for most people and the gambling mindset they induce creates disastrous consequences.
- Conventional retirement planning advice, products, strategies, and techniques expose you to significant danger of being unable to retire, or of running out of money prematurely if you do.
- Building net worth is a recipe for creating a life of fear and poverty and how to escape that common trap.
- Debt may not be what you think it is and why that matters to your prosperity.
- 'High risk equals high returns' is destructive dogma and how reducing risk can increase your returns.

Killing Sacred Cows is a must-read for brave individuals willing to question common assumptions and teachings, overcome the herd mentality, break through financial myths, and live a purposeful, passionate, and prosperous life.

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Editorial Review

From Publishers Weekly

In this thought-provoking work, entrepreneur and inspirational speaker Gunderson takes aim at the social brainwashing and financial planners and institutions that are constricting Americans' financial freedom and undermining their abilities to prosper with misguided and dangerous advice. The author debunks various investment myths—offering a fresh look at 401(k) fallacies—and false beliefs (high risk = high returns). In a book studded with anecdotes and historical tidbits, Gunderson excels in his description of the prevalent psychological beliefs that hinder success: the scarcity mindset in which financial success is understood as a zero-sum game; the American equation of happiness with prosperity; and the misconception that money holds power. In appeals more befitting a self-help guide than financial primer, the author argues that individuals need to embrace a mindset of self-reliance and identify their Soul Purpose. In the vein of *The Secret* and the classic *Think and Grow Rich*, Gunderson suggests that prosperity is a state of mind from which value and wealth flow. Readers will find his assault on traditional financial nostrums fresh, eye-opening and emboldening. (July)

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About the Author

Garrett Gunderson is an entrepreneur who became a multimillionaire by the age of twenty-six. He is the owner of five companies, and winner of Utah's Entrepreneur of the Year award. Garrett coaches elite business owners in the financial services industry. He co-authored *Curriculum for Wealth*.

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