



“The richest people are not always the happiest.” This is a common maxim uttered as a warning for those who set out to find the pot of gold at the end of a rainbow. But is it necessarily true that a person has to choose either one or the other?

Arun Abey and Andrew Ford, the authors of the collaborative guide book, “How much is enough?” do not think so. They believe it is possible to achieve the best of both worlds if an enlightened person avoids certain pitfalls that ensnare many of the rich.

Melissa Chia does a critical review of the book which offers a profound insight into the mind of a money-maker and how he is able to maximise profits in both financial investments and emotional wealth.

How to avoid the pitfalls that ensnare the wealthy

What I like best about the book, “How much is enough” is that it does not contain lofty ideals or high-flung philosophy. It simply extends the horizons of a world saturated with images that limit the sphere of our perspectives. By indicating how enclosed our mindsets can be, the authors, Arun Abey and Andrew Ford open a whole new world that ties the psyche to the state of our finances.

For instance, through constant anecdotal examples, recognizing ourselves in these real-life and fictional examples is simple. The traps, which these characters fall into, become easily identifiable as we read from a third-person perspective.

In addition, “How Much is Enough?” is more than any guide-book found on the shelves of the self-help section. Its outstanding quality is the depth at which it explores the tie between mental choices and the decisions that govern our financial status.

Questions abound in this book to enable the reflective reader to arrive at personal decisions and choose the best for himself. No one can give a template or a step-by-step solution to happiness, and the authors recognise this. What they offer is an insight to recognise the potential within our power, a potential that is much too often hidden.

The disease called “Affluenza”

What do you see money as: a means to an end, or an end in itself? The crux of the guide is embedded within this question, indicating that an important step towards finding happiness and money is to develop a philosophy of money.

Introduced is the new disease of ‘affluenza’, described by the authors as an infectious materialism that has become a widespread phenomenon in this century. A person who wishes to be healthy, wealthy and wise must be on guard for such a debilitating illness.

“Defining and understanding our personal values is one of the keys to a practical rather than a slavish approach to possessions, and living our values is one of the sources of authentic happiness.”

Any seasoned financial manager

will know that the markets are not governed by logical cause-and-effect. Most of the time, impulse and a herd mentality rule the day.

A crucial major hazard pointed out to all successful money-makers highlights the golden rule of what to avoid: peer pressure. Initially, this factor may appear to be applicable only to pubescent teenagers, but under Abey and Ford’s close analysis of financial markets it becomes apparent that no investor is safe from it.

The ideas that have been introduced challenge the way we see money, and proffer a guide to maximise our wealth potential. While the authors acknowledge that there is no fixed method to find true joy, they adhere to the belief that aligning personal values with asset accumulation will determine greatest satisfaction in life.

Ultimately, the way to make more and be contented with what we already have is to approach what we do as a calling, say Abey and Ford.

Scribes of Experience

No one can accuse Abey and Ford of speaking mere rhetoric. The two are veterans in business and speak from their own experiences.

An expert in financial planning and behavioural science, Arun Abey co-founded ipac securities, an international lifestyle investment advisory firm. He is well-known as a strategic thinker whose views are often sought after in the corporate world and widely quoted in media.

Presently, he is the Executive Chairman of ipac and the Head of Strategy for AXA. Co-author of the international best-selling Fortune Strategy, Abey spent the past five years researching on evolutionary biology, behavioural psychology, neuroscience and economics and finance and consequently extending their boundaries.

His co-author, Andrew Ford, is a marketing and communications expert, and has held senior roles in the financial services and publishing industries in Australia and the UK. Starting out in business and financial journalism, Ford worked across a diverse range of stock market and industry titles.

Ford moved into marketing

management within the publishing industry and is currently National Communications Manager for ipac securities. Financial literature is his forte, as proven by his numerous books, including A Beginner’s guide to the Share Market for the prestigious Shares magazine.

Certainly, myopia in the financial world is not part of their resume.

Side –base story

Warren Buffett : A Triumphant Role Model who is both Rich and Happy.

For many of us, money and happiness are top priorities in our lives. There is no denying that the number of wealthy people in the world today far exceeds the population of rich a decade ago. As a result, demand for the best wealth management is at an all-time high.

Frequently referred to in the book is the outstanding example of billionaire philanthropist, Warren Buffett. Abey and Ford applaud him as a triumphant model at the peak of wealth and happiness, a feat that is seldom managed by those who make it to the top.

The heart of Buffett’s achievement is the strength of his mind to withstand external forces that normally affect his peers. His ability to stick to a financial game plan without quaking under the stress of surrounding influences holds the key to his success.

Indeed, it is the heart of Buffett that ultimately come to light in the various ways that he manages his money. The authors’ respect for Buffett’s charity is evident as they describe his generous donations to society.

Perhaps the most important part of money as a means to an end comes in the last chapter of the book, ‘Giving something back’, that consists of the root and fruit of wealth accumulation and true satisfaction.

If the mantra, “It’s the journey that matters, not the destination,” strikes a chord in you, this book offers a best-selling score by which to tune the greatest music of your life.