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BEST-SELLING AUTHOR LAUNCHES LATEST FINANCIAL KNOW-HOW BOOK *THE WISEST INVESTMENT*

Revamped for the new decade, The Wisest Investment: Teaching Your Kids to Be Responsible, Independent and Money-Smart for Life offers parents financial education made easy

TORONTO, May 1, 2021 – The latest must-have financial resource for every family is now available in paperback and ebook formats in *The Wisest Investment: Teaching Your Kids to Be Responsible, Independent and Money-Smart for Life*, by Robin Taub.

The perfect guide for helping parents teach financial literacy, while learning a few tricks themselves, this latest work from Taub serves as an essential guide for children of all ages, beginning with early childhood at age five and taking you straight through to adulthood at twenty-one.

“It was important to me to revisit this topic and help parents navigate financial discussions with their children in our current digital era – especially as we navigate new challenges, such as the impact of the COVID-19 pandemic, which has affected Canadians’ finances and how they manage money during uncertain times,” says Robin Taub, best-selling author, professional speaker and Chartered Professional Accountant (CPA). “These days cash is disappearing, and most financial transactions are digital. Paying with plastic and the increased use of digital tools like mobile banking, and money-management apps have changed the game, and in turn, has changed how we teach our children about the benefits and challenges of managing money in a digital world.”

Canadians are currently fighting an uphill battle when it comes to financial management, as a result of economic impacts due to the pandemic and increased interest rates. More than half (55%) of Canadians have had to change their financial habits due to the pandemic, and nearly half of Canadians (48%) say they have lost sleep over financial worries in the past year alone.

“Times of uncertainty are often the most essential moments for financial management and the pandemic was certainly a wake-up call about the importance of being financially prepared to manage hardship or, on the flip side, taking advantage of opportunities that arise in times like this,” says Taub. “Finding teachable moments to build a money lesson naturally in your daily lives, and leading by example, are some easy ways parents can start this process. My book helps parents better navigate these conversations and to identify those crucial teaching moments.”

Financial literacy is a life-long journey and Taub’s comprehensive guide acts as an ideal starting point for parents who are beginning these conversations at home and those who have already started the process. Filled with self-assessment tools and checklists, *The Wisest Investment* helps to track financial literacy and core values in your household, all while finding moments of humour and real-life examples blended throughout for an entertaining – and educational – read.

High-res images of the book and author can be found [HERE](#).

About the Author

Robin Taub is a professional speaker and author. A Chartered Professional Accountant (CPA, CA) by training, Robin is the author of *The Wisest Investment: Teaching Your Kids to Be Responsible*,

Independent and Money-Smart for Life, a book that gives parents the information and skills they need to teach their kids about money.

Robin has held professional positions in both audit and taxation at two of Canada's largest accounting firms, and spent five years in the complex world of Derivatives Marketing at Citibank Canada. She lives in Toronto, where she and her husband have raised two (mostly) money-smart young adults.

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