

## For financial education, there's no place like home

*Bestselling author launches *The Wisest Investment: Teaching Your Kids to Be Responsible, Independent and Money-Smart for Life (US edition)* to help parents and others teach the next generation about money*

**January 9, 2024**

Toronto, ON - Stagnant wages, high house prices, skyrocketing student loans, elevated interest rates and lingering inflation have all caused concern about the future financial wellbeing of the next generation.

[Most Americans](#) believe it is a parent's job to teach their kids about money and according to a [recent study](#), 64% of students rely on parents and family members as their main source of financial advice. But alarmingly, just 15% of parents [report](#) speaking with their children about household finances more than once a week, and 31% *never* discuss it with their children. Parents may not know what topics to cover, lack guidance on how to bring up financial conversations or simply feel uncomfortable discussing money matters with their children.

*The Wisest Investment: Teaching Your Kids to Be Responsible, Independent and Money-Smart for Life (US edition)*, by award-winning author and CPA Robin Taub, is an essential roadmap for teaching children of all ages, beginning with young children and taking readers straight through to young adulthood.

"Financial literacy is a critical life skill in our increasingly cashless, digital world, and the earlier kids are taught about money, the greater the likelihood of financial success throughout their lives." says Taub, bestselling author and keynote speaker. "The book encourages parents to be good financial role models and to find teachable moments to build money lessons naturally in their family's daily lives."

*The Wisest Investment* helps parents understand why now, more than ever, teaching the next generation about money is so important, how to go about it, and what to talk about. Taub's comprehensive guide acts as an ideal starting point for those just beginning these conversations at home and those who have already started. Filled with practical guidance and examples, suggested activities, worksheets and self-assessment tools such as the [Values Validator](#), *The Wisest Investment* is written in short, punchy chapters for parents who are busy parenting!

*The Wisest Investment* is available for purchase in e-book and paperback formats on Amazon and other online retailers.

### **About the Author**

Robin Taub is the bestselling author of *The Wisest Investment: Teaching Your Kids to Be Responsible, Independent and Money-Smart for Life (Canadian edition)*. The Canadian edition of *The Wisest Investment* was awarded the Best Adult Book of 2022 by the Institute for Financial Literacy.

Robin is a Chartered Professional Accountant (CPA, CA) by training and has held professional positions in both audit and taxation at KPMG and EY and spent five years in the complex world of Derivatives Marketing at Citibank. She lives in Toronto, where she and her husband have raised two (mostly) money-smart young adults.

For media inquiries: [wisestinvestment@robintaub.com](mailto:wisestinvestment@robintaub.com)

<https://www.thewisestinvestment.com/>

Phone: 416-256-4498