

TOP FINANCIAL PLANNER, ROBERT J. KRAKOWER LAUNCHES NEW BESTSELLING BOOK, “*REDEFINING RETIREMENT FOR A NEW GENERATION*” EXPOSING THE NEW REALITIES OF AMERICAN RETIREMENT



IMMEDIATE RELEASE

February 22, 2010

***Redefining Retirement for a New Generation*, by Robert J. Krakower, CFP, CLU**

*Top Financial Planner Robert J. Krakower launches new bestselling book, *Redefining Retirement for a New Generation*, exposing the New Realities of American Retirement.*

www.newretirementrealities.com

(Orange County, CA) February 22, 2010 – There is a new book that has the financial industry and soon to be retirees buzzing, “**Redefining Retirement for a New Generation**”, written by Top Financial Planner, Robert J. Krakower. After years of offering top financial advice via lectures and to clients, his nationally televised television appearances, and hosting his own radio talk show, Robert J. Krakower came to the shocking realization that despite the wealth of financial information available, the majority of people are unaware of a coming “Perfect storm” headed for America’s retirement system. Since its release in Dec 2009, **Redefining Retirement for a New Generation** is quickly becoming a bestseller and a necessity for anyone wanting to take control of their financial destiny and develop a winning retirement plan in the 21st Century.

Robert has combined his expert advice, current research and the current economic turbulence, to create a book that is credible, fact-filled and personal, written in a conversational style. Robert offers surprising insight into the new, game changing realities of American Retirement. He lays out an unflinching guide to the risks and opportunities awaiting anyone heading into America’s retirement system, as well as exposes the hazards to secure retirement that the financial media continue to gloss over.

At the center of this bestselling book **Redefining Retirement for a New Generation** – A streamlined approach delivers the newest realities facing American retirement, breaking through the conventional view and outdated ways of thinking, this book helps develop the tools necessary to put readers in control of their financial destiny, allowing readers to redefine their retirement while overcoming money fears, worries and confusion about the impact of the current trends on the retirement system in general.

With **Redefining Retirement for a New Generation**, readers will also gain insight into a world of financial knowledge, getting access to behind the scenes of the mutual fund industry, discovering the real reason why mutual funds perform so poorly, seeing how your 401(k) plan stacks up against the ideal plan, understanding the pros and cons of the “buy-and-hold” slogan for modern retirement investing, and the steps necessary to shelter your retirement dreams and financial goals, thus *Saving your retirement in a Turbulent World*.

The value of this book is echoed by what are people saying about **Redefining Retirement for a New Generation** and the many 5 star reviews. “If you read just one book on retirement investing, make it this one” - Mike Bechtle, Franklin Covey & Author of *Confident Conversation*.

“**Redefining Retirement For A New Generation** is an indispensable book for individuals that want to understand and avoid the various hazards of an increasingly risky retirement system” - Pete Mitchell, Author of *Secrets to 7 Figures*.

Redefining Retirement for a New Generation is Available at major retailers such as Amazon.com, Barnes & Noble and Borders (ISBN: 978-0-9842774-0-7, Retail Price: \$24.95).

About Robert J. Krakower

Robert is a Leading Expert and Top Financial Planner as well as a respected, Nationally Acclaimed Professional Speaker, Best-Selling Author of “**Redefining Retirement for a New Generation**”, Lecturer & popular Radio Talk Show Host. Robert began his career in Financial Planning in 1987 and has over 20 years experience in consulting, professional speaking and training.

Robert’s enthusiasm for Financial Planning, Financial Management, Investments, & Safeguarding Retirement brings a unique and inspiring view of today’s financial related issues and how to improve our future living. He has the unique ability to translate complex information into easily understandable, thought-provoking presentations including experience, facts, humor, passion, motivation, and knowledge. Robert’s topics appeal to young and old, professional and administrator. Corporations, Businesses, Education, Healthcare & Private individuals are subject to the New Generation of American Retirement and how it is changing the shape of future investments. Robert prides his success on the commitment to building relationships of trust with his clients; he enjoys working closely with my clients to safeguard the financial futures of their families and businesses.

Robert J. Krakower, CFP®, CLU & GEPC is nationally recognized as one of the Top 200 Advisors in America by Linsco/Private Ledger and he is a Certified Financial Planner, as well as the founding partner of Equity Masters Group and The Action Foundry. He was awarded the designation of Chartered Life Underwriter, and is a graduate from the Prestigious Wharton Business School Executive Program. Robert is a charter member of the International Association for Financial Planning. Robert also holds NASD license series 7, series 24 and 63. Robert focuses on and specializes in helping his clients to protect their assets and invest wisely, utilizing only investment options that combine growth, safety of principal, maximizing income and reducing taxes. Robert provides financial planning services to executives and privately held business owners, trusts, estates as well as individuals.

For more information on Robert J. Krakower and his new bestselling book **Redefining Retirement for a New Generation**, visit <http://www.newretirementrealities.com>.

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