

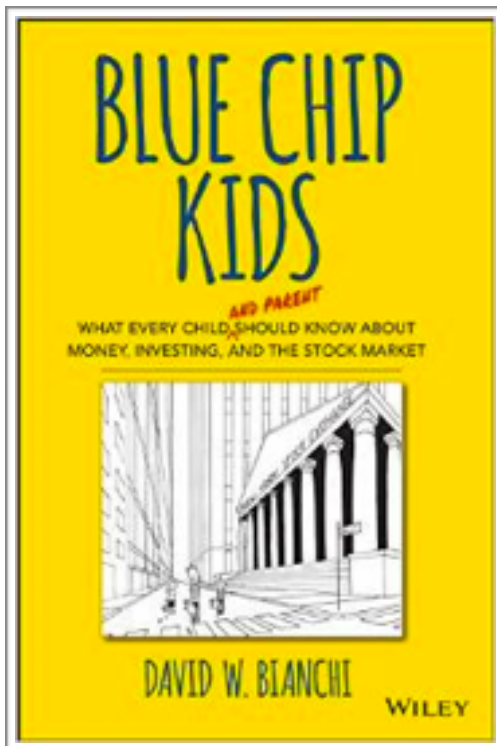
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Forget the *Birds and the Bees* Parents Should Be Talking About the *Bulls and the Bears!*



Ask any high school kid what they know about managing and investing the money they will earn in their lifetime and you're likely to get a blank stare. Today's teenagers are more likely to have spent time dissecting a frog and mastering social media apps than learning anything about the financial skills they will need to thrive in the future. Our schools are simply not doing enough to teach these critically important subjects and - if truth be known - most parents would like to know more about the subject matter as well.

Frustrated by the lack of entertaining financial teaching materials for his 13-year-old son, this book is the result of a father's commitment to pass on some of life's most important skills. ***BLUE CHIP KIDS: What Every Child And Parent Should Know About Money, Investing, and the Stock Market*** by David W. Bianchi—an investor and lawyer with an economics degree from Tufts University—demystifies the basic principles about money matters and provides a much-needed introduction for children (and their parents) to the financial world around them. Filled with simple examples and 165

illustrations, this fun and easy-to-read book discusses money and investing in 100 bite-size topics.

In ***BLUE CHIP KIDS***, David Bianchi introduces the reader to:

- Understanding currencies, the Euro, Bitcoin, and exchange rates
- How to pay for things (checking accounts, credit and debit cards, and electronic bill payments)
- Budgets and Debt
- Financial Statements and Net Worth
- Buying and selling stocks
- Dividends and yields

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- Puts and Calls
- Bonds
- Analyzing companies to decide if you should buy their stock
- Venture Capital and Private Equity
- The basics of borrowing money, interest rates and taxes
- And much more

What parent doesn't want their children to be "money smart" and have a head-start in life? It won't magically happen, however, unless someone actually makes it happen. **BLUE CHIP KIDS** does just that. It is the perfect teaching tool to start a meaningful and important dialogue between parents and their children about money and investing. In the process, parents will learn more about these important subjects as well.

David W. Bianchi is a lawyer with Stewart Tilghman Fox Bianchi & Cain, P.A. in Miami Florida, where he has practiced law for 35 years. He graduated magna cum laude from Tufts University with a B.A. in economics and earned his law degree at Boston College Law School. He is the former chairman of GnuBIO Inc., a DNA sequencing start-up, a board member of Affomix Corporation, an antibody start-up and vice-chair of Florida Savings Bank.

His complete bio can be found at www.stfblaw.com. For more information about the book, go to www.bluechipkids.com.

BLUE CHIP KIDS by **David W. Bianchi**

March 30, 2015; Wiley; 256 pages; \$27.95; ISBN: 978-1119057192