


Train Your Brain to Get Rich: The Simple Program That Primes Your Gray Cells for Wealth, Prosperity, and Financial Security


By Teresa Aubele



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You really can think yourself rich-when you program your gray matter to make money. In this groundbreaking guide, neuroscientist Dr. Teresa Aubele teams up with finance whiz Doug Freeman, business consultant Dr. Lee Hausner, and Psychology Today blogger Susan Reynolds to help you capitalize on your brain-literally. This one-of-a-kind method draws upon the most recent breakthroughs in neuroscience, biology, and psychology to show you how to: Make more money, by reprogramming your brain to identify the best opportunities Invest more wisely, by short-circuiting the pleasure center that facilitates your faulty reasoning Rebound from financial setbacks, without getting trapped by your brain's fight-or-flight response Create more wealth, by focusing your mind on innovation and creativity Keep more of what you make, by tricking your brain into taking the long view This book is your ticket to a more money-minded brain, a bigger bank account, and a richer life-one fortune at a time!

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Editorial Review

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Teresa Aubele (West Bridgewater, MA) received her PhD in Neuroscience from Stony Brook University. She is currently engaged as a postdoctoral researcher at Florida State University. Doug Freeman, JD, LL.M (Newport Beach, CA) provides strategic planning and organizational management advice for business, nonprofit, foundation, and family clients. Until retirement, Mr. Freeman was designated a Certified Specialist in Taxation under the State Bar of California. Lee Hausner, PhD (Los Angeles, CA) is an internationally recognized clinical psychologist and business consultant. Dr. Hausner co-founded First Foundation Advisors, a consulting group dealing with families involved in a family business and/or high net worth families of wealth. Susan Reynolds (Boston, MA) is a journalist, author, and founder of Literary Cottage, a literary consulting firm.

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