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Finance Book Helps Average Americans Speak the Language of Money

LOS ANGELES, December 6, 2007—Many are saying America’s sub-prime mortgage crisis is a wake-up call for everyone young and old to get financially literate, both in their business and personal finance. Finance guru Gene Siciliano’s book, *Finance for Non-financial Managers* (McGraw-Hill), explains many of the financial terms that help people understand the language of finance. It helps readers feel more comfortable asking the right questions about topics such as mortgages—and understand the answers.

“Financial literacy is the foundation of my coaching practice, and my book is the primer,” says Siciliano, a.k.a. “Your CFO for Rent.” “Business finance and personal finance have one thing in common: they rely on the financial knowledge of the individuals who make the decisions. Today’s business professional is struggling to cope with the increasingly complex financial decisions that are necessary to succeed in business, and the complexities of home financing have confused many people to the point that they have made bad decisions.”

People often make bad financial decisions because they don’t fully understand all the ramifications of their decisions, and they don’t know the right questions to ask. *Finance for Non-financial Managers* is a tool for anyone who has to make financial decisions; it is written in simple, easy-to-understand language, and steers clear of archaic terminology, unexplained buzzwords, and hard-to-follow charts. Siciliano uses real world examples and a friendly style that makes the reader feel empowered and capable of tackling any financial issue, including something as nuanced and complicated as a mortgage. Siciliano explains the key elements of business finance and converts “scary” issues into approachable topics.

Siciliano says that part of his goal in writing the book was to help people avoid looking foolish and empowering them to say “Explain that to me” when they don’t fully understand a financial exchange.

“People don’t buy houses with the expectation of a bubble, they buy them as places to live and they want to be able to afford them in good times and bad,” says Siciliano. “The problem is often that they only see the good times in their rosy view of the future, which makes for good feelings but poor planning.”

Finance for Non-financial Managers is primarily a business book; there is no section that specifically talks about adjustable rate mortgages or home buying or saving for college. But it does talk about important topics such as liquidity and cash flow (Chapters 5 and 6), planning and budgeting (Chapters 9 and 10), and the basic financial statements that many households can get out of their Quicken software (Chapters 3 and 4).

For more information on Gene Siciliano, please visit his website at www.GeneSiciliano.com. To schedule an interview with him, please contact Carolyn McKibbin at 617-230-4886 or Carolyn@IctusInitiative.com.

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