



Kayne Anderson Rudnick  
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## Books Recommended:

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### Behavioral Finance

- [The Emotional Investor](#) – Jay Mooreland
- [The Little Book of Behavioral Investing](#) – James Montier
- [The Psychology of Money](#) – Morgan Housel
- [Rich Habits](#) – Thomas C. Corley
- [Same as Ever](#) – Morgan Housel
- [Think and Grow Rich](#) – Napoleon Hill
- [Thinking, Fast and Slow](#) – Daniel Kahneman

### Economics

- [Good Economics for Hard Times](#) – Abhijit V. Banerjee and Esther Duflo
- [Stocks for the Long Run](#) – Jeremy Siegel

### Financial Literacy for Young People

- [A Moneybunny Series](#) – Cinders McLeod
- [Silver Spoon Kids](#) – Jon, Eileen, and Kevin Gallo

### Family Finance

- [Family Wealth](#) – James E. Hughes Jr.
- [Preparing Heirs](#) – Roy Williams and Vic Preisser

### Wealth Building

- [Just Keep Buying](#) – Nick Maggiulli
- [Napkin Finance: Build Your Wealth in 30 Seconds or Less](#) – Tina Hay



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# Financial Literacy & Resource Guide

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## Student/Youth Resources:

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### Programs & Literature:

- Project ECHO (<https://www.projectecho.org/>) – High School Entrepreneurship Program with embedded Annual Business Plan Competition (KAR Senior Wealth Advisor, Dustin Gale, serves on the Board of Directors)
- Khan Academy (<https://www.khanacademy.org/>) – Free online education courses
- Gohenry.com – Teaches kids about money habits and allowance
- Greenlight debit card (<https://greenlight.com/>) – Debit card for kids (managed by parents)
- Launch Generation (<https://www.launch-generation.com>) – Summer programs for teens focused on educating the next generation of leaders through sessions on financial education, business and entrepreneurship
- Financial Literacy and Stock Market Education (<https://www.financecharts.com/pages/5731-financial-literacy-and-stock-market-investment-education>) – An introduction to stock market investing, covering basic concepts like exchanges, investment types, bull and bear markets, and the importance of diversification

### Video Content:

- Financial Literacy – Izzet.org
  - Link: <https://www.youtube.com/watch?v=4j2emMn7UaI>
- 10 Things the Rich Teach their Kids About Money
  - Link: <https://www.youtube.com/watch?v=yJWqWe19mKU>
- Financial Literacy for Kids: Learning the Basics of Finance and Budgeting
  - Link: [https://youtu.be/OiRbD5rM5qc?si=ytE\\_BDZ-xc9VucdF](https://youtu.be/OiRbD5rM5qc?si=ytE_BDZ-xc9VucdF)

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