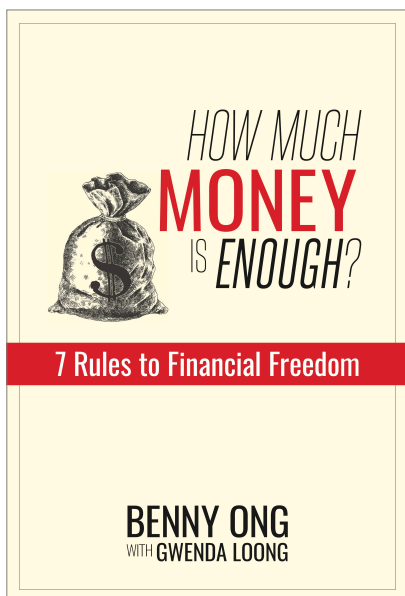


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HOW MUCH **MONEY** IS ENOUGH?

7 Rules to Financial Freedom

A school dropout at 13 years, veteran financial adviser and author Benny Ong entered the insurance industry in 1967 and after 23 years, set up his own company and pioneered a fee-based advisory for personal and business financial planning in Singapore. In retrospect, after 50 years of dealing with and observing how people relate to money, Benny feels compelled to share his insights on the provocative question: “*How much money is enough?*” In his inimitable style, Benny uses his own life stories, anecdotes and real-life events to articulate his thoughts on the seven rules in achieving financial freedom. These include:

- *Understanding the difference between financial freedom & financial independence*
- *The discipline of spending below your means*
- *The risks associated with buying on credit*
- *Learning how to invest for the long term*
- *Doing something meaningful in your later years*

Akin to guiding his clients in their personal financial planning over the past five decades, Benny hopes to share with you the truth about money: what it takes and what it means to have enough money, more than enough money and how you can achieve true financial freedom and live a satisfied and fulfilling life.

Recommended Retail Price: S\$20.00 [including GST]

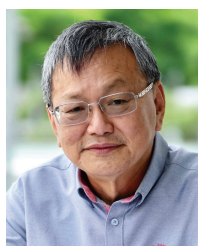
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ABOUT THE AUTHORS



A school dropout at 13 years, BENNY ONG entered the insurance industry in 1967 as an insurance adviser with AIA, and after 23 years with the same firm, set up his own company and pioneered a fee-based advisory for personal and business financial planning in Singapore. Benny speaks regularly at financial institutions, non-profit organisations, churches and business schools in Singapore and in various cities in Asia. He has also been interviewed by local business media. Benny is happily married to Anne. They have a daughter Jill and are grandparents of four-year-old Kyra.



GWENDA LOONG was a radio and television current affairs producer in Singapore. From the media field, her career path took her to different marketing and general management positions in multinational and local companies; ranging from hospitality to trading; manufacturing; general and luxury fashion retailing; licensing and distribution in Asia Pacific. Widely travelled, Gwenda has also spent time in Christian local and overseas mission work for over 20 years. She holds a BA (Hons) from the University of Singapore.

*If you are not happy with \$1 million, you will not be happy with \$10 million.
If you are happy with \$1 million, you will not be unhappy if you don't make \$10 million.*

After all, why become a slave to money when you can become its master?

BENNY ONG | *Extract from the Book*