Record Nr. UNINA9910784001703321 Autore De Goey John J **Titolo** The professional financial advisor II [[electronic resource]]: how the financial services industry hides the ugly truth / / John J. De Goey Toronto,: Insomniac Press, 2006 Pubbl/distr/stampa 1-280-91137-9 **ISBN** 9786610911370 1-4593-0837-9 1-897415-73-7 Descrizione fisica 1 online resource (354 p.) Disciplina 332.6/2/0971 22 Soggetti Financial planners - Canada Investment advisors - Canada Financial services industry - Canada Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Includes index. Previous ed. published under title: The professional financial advisor. Nota di bibliografia Includes bibliographical references and index. Nota di contenuto Contents; Introduction; Part One: Preparing FSPs; Part Two: Scientific Testing: Part Three: Necessary Disclosure: Part Four: Professionalism: Notes; Acronyms; Recommended Reading; Index; Acknowledgements; About the Author Sommario/riassunto Sweeping changes have hit the financial services industry at the same time as more and more Canadians are turning to professionals to invest their money. Consumers want to work with qualified professionals, but are often left to work with narrow, product-based sales

representatives.