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 ""The Balancing Act: Asset Allocation""""Behavioral Finance""; ""Life Planning and Interior Finance""; ""A Proliferation of Practice Models""; ""Chapter 8: The Quest for Professional Status""; ""The Education of a Financial Planner""; ""Educational Opportunities Expand""; ""Examination: Proving Mastery""; ""Experience in the Practice""; ""Ethical Standards: The Early Years""; ""Ethical Standards: A New Watchdog""; ""Ethical Standards: Strengthening the Code""; ""Ethical Standards: A Fiduciary Obligation""; ""A Single Designation""; ""The Compensation Question""; ""Government Regulation""  
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Sommario/riassunto

The first book to provide a comprehensive history of the financial planning profession. The financial services field has been revolutionized in the last quarter of the twentieth century by the financial planning profession. So much has happened in so little time that it has been difficult to keep up with the events and key players that make up the world of financial planning. The History of Financial Planning is the first book to provide a comprehensive history of the profession. Backed by the Financial Planning Association, The History of Financial Planning offers a clear overview of the

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