



CASH FLOW IS KING

The new book
by
**Mark Mappa,
CFP®**

Cash Flow Is King by Mark Mappa

In “Cash Flow Is King” Mark Mappa presents his philosophy of personal and practical experience learned over thirty years in financial services. A philosophy he practices for himself and his clients.

Some of what you will learn from **Cash Flow Is King**:

- The many financial misconceptions we have been taught
- The difference between average rates of return and real rates of return, and how it affects what you actually earn
- Why listening to and following the recommendations of Wall Street, the big brand-name and discount brokerage financial services firms, and many of the popular media pundits are not in your best interest
- Most important, why Cash Flow Is King!

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