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HOLISTIC INVESTING

The Intuitive Investor says there is more than one way to look at wealth management

New York, NY — SelectBooks continues its record of publishing cutting edge business titles with the release of *The Intuitive Investor: A radical guide for manifesting wealth*, by Jason Apollo Voss.

Author Voss, an amazing and proven talent in the realms of investment and financial management, challenges many conventional perceptions about investing and financial decisions. He claims that investment decision making is as much an intuitive, creative “right-brain” process as it is an analytical, “left-brain” procedure. The problem is not that left brain analytical approaches are “wrong.” It is that they do not provide ALL of the answers. As he states, “Rejection of paradoxes and emphasis on absolute answers are sure signs of being too left-brain centric and results in poor decision-making.” While this book still emphasizes the importance of the well established “best-practices” in market analysis, it also presents a completely new look at the subject and opens the door for a redefinition of decision making itself.

In *The Intuitive Investor* Voss presents his thesis that the traditional investors’ approach of using basic facts and figures puts too much scrutiny on a very limited amount of information, and demonstrates how functions of the right brain that include intuition and feelings are equally important in the decision-making process. To support his position, Voss analyzes the use of key right-brain functions to address crucial issues faced by the investor: understanding potential risks and market bottoms, properly evaluating an investment target, and recognizing the “mood” of financial markets.

Although philosophical and spiritual in its approach, *The Intuitive Investor’s* methods are tested and proven. Voss’s career bears out the principles, attitudes, and tactics described in his book. As co-Portfolio Manager for New York’s Davis Appreciation and Income Fund (DAIF), one of the nation’s largest money-management firms and among the largest shareholders for several familiar brands, he was able to earn respectable—and often surprising—returns, even in recessionary phases, and earned the highest rating for ethical stewardship of investors’ money from Chicago-based investment research firm Morningstar, Inc. These accomplishments and accolades enabled Voss to retire at age 35, lending much credence to his belief that “it is the creative right brain that is the primary source of wealth manifestation in the economy.”

SelectBooks President, Kenzi Sugihara, describes the book as, “[T]imely and provocative...*The Intuitive Investor* distinguishes itself by refuting the conventional wisdom of investing and challenging the reader with a new way of thinking. The implications for decision making contained in this book can not only revolutionize investing for the average individual, but have application beyond the realm of investing.”

The Intuitive Investor is scheduled for publication in October of 2010 and will be available from booksellers nation-wide.

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