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**PROFESSOR OF FINANCE LAUNCHES BOOK SERIES ON FINANCE FOR CHILDREN**

*California State University Professor, Prakash L. Dheeriya, Ph.D. Releases Finance For Kidz Book Series*

Los Angeles, California (1/11/2010) – Prakash L. Dheeriya, Ph.D., professor of finance at California State University, Dominguez Hills, announces the launch of his children’s book series, *Finance For Kidz*. Inspired by his own two young children, the professor, who has been teaching finance for over two decades, created the series in the belief that a good financial education starts in childhood. Hoping to reach children at their most receptive phase, he created the series for grade levels K-3. Each book set in the series contains five colorfully illustrated books, which are specifically written using age-appropriate concepts that progress throughout the series.

*Finance For Kidz* is designed as an educational tool as well as an enjoyable read at home for parents and their children. “We teach our kids to be careful about all sorts of dangerous things, such as when crossing the street, or washing their hands before they eat,” said Dr. Dheeriya. “We spend a lot of time on their physical health, but rarely do we teach them anything about their financial health.”

The author believes *Finance For Kidz* will help parents sow the seeds of financial wisdom. He is confident that teaching these imperative lessons at a tender age will allow today’s youth to grow into financially independent adults, develop a healthy relationship with their own money, and have a better understanding of how the global economy works. Dr. Dheeriya is offering specials on books purchased from the official *Finance For Kidz* website as well as a “guarantee of lifelong and priceless return on investment!”

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For more information on *Finance For Kidz*, please contact the author at [Finance4kidz@gmail.com](mailto:Finance4kidz@gmail.com) or visit the website at [www.finance4kidz.com](http://www.finance4kidz.com).