

## Expert Wealth Advisor Introduces New Advanced Life Planning Philosophy for Successful Business Owners

*Rocco A. Carriero Releases “Three Cords Approach to Life and Wealth Management for Business Owners” with ForbesBooks*

**NEW YORK (January 11, 2019)** – Rocco A. Carriero, entrepreneur, speaker, and wealth advisor, today announced the publication of *Three Cords Approach to Life and Wealth Management for Business Owners* ([available now](#)). The book is published with ForbesBooks, the exclusive business book publishing imprint of Forbes Media.

It is hard enough trying to run a business, support a family, or take care of oneself —let alone balance all three. This is the challenge behind the latest title by Rocco A. Carriero and ForbesBooks, *Three Cords Approach to Life and Wealth Management for Business Owners*. Carriero, expert wealth advisor and accomplished entrepreneur, dissects the three facets of life that are essential for all entrepreneurs: self, business, and family. Carriero’s philosophy is simple; these three components, or cords, are strongest when interwoven, and often become frayed if kept apart. Throughout the book, he introduces the proven strategies that inform the Three Cords Approach for life planning that go well beyond simple investment advice. The approach matches business owners’ financial resources to their personal, family, and business goals.

“My hope, as readers put down this book, is that they will always keep in mind the power of all three cords in determining true wealth,” said Carriero. “You can be rich even if you have relatively little money, or you can have millions and feel entirely unsuccessful.”

In *Three Cords Approach to Life and Wealth Management for Business Owners*, Carriero delves into the many responsibilities an entrepreneur needs to manage to be fulfilled, both professionally and personally. Readers will learn the best practices for maintaining one’s health, balancing work and life, establishing a business exit plan, building a retirement portfolio, creating strategies for eldercare, estate and legacy planning, and much more.

The book *Three Cords Approach to Life and Wealth Management for Business Owners* is now available for purchase in bookstores and on [Amazon.com](#).

### About Rocco A. Carriero

Rocco A. Carriero is a comprehensive wealth advisor specializing in working with business owners, CEOs, and entrepreneurs. He is a Chartered Retirement Planning Counselor, Accredited Portfolio Manager Advisor, and holds an MBA in Banking & Finance with over twenty years of experience. Rocco has been featured in the Wall Street Journal, Forbes, Fortune, Wealth Management Magazine, as well as many other local and regional publications. Rocco is a member of the Columbus Citizens Foundation and has served on the board of directors of The American Heart Association, Southampton Business Alliance, East End Hospice, and Westhampton Beach Performing Arts Center and serves as the Vice President of Integrated Medical Foundation. For more information, visit <http://roccoacarriero.com>.

### About ForbesBooks

Launched in 2016 in partnership with Advantage Media Group, ForbesBooks is the exclusive business book publishing imprint of Forbes Media. Reaching more than 120 million people each month, Forbes is

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