



COMBAT FINANCE

WHAT ARE YOU WILLING TO FIGHT FOR

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“Combat Finance” Helps Readers Gain Financial Freedom

New Book by Retired Lieutenant Colonel Kurt Neddenriep Uses Military Tactics To Help Readers Take Control Of Their Finances

RENO, NV (Jan. 2014)—Retired Lieutenant Colonel Kurt Neddenriep shares how the values and discipline instilled by the military can be used to gain financial freedom in his book **Combat Finance: How Military Values and Discipline Will Help You Achieve Financial Freedom (Wiley, January 2014, \$22.95, 978-1-118-81750-6)** which hits bookstore shelves Jan. 28.

Neddenriep, who retired in 2013 after 23 years in the Army National Guard, is also a senior vice president of a major Wall Street investment firm. His book uses military analogies and anecdotes that are informative, fun and motivating to explain basic financial concepts that readers can immediately apply to their own financial situation.

“I wrote ‘Combat Finance’ to help instill the values, principles and discipline it takes to succeed financially,” Neddenriep said. “By following fundamentals and maintaining self-discipline, getting your finances under control is easy when you have a plan and a process — it doesn’t have to be like getting a root canal.”

The nine chapters of the book roughly link basic military tenets to financial topics, from Basic Training (emphasizing living within one’s means) to The Importance of Reserves (building your savings) and on to Build Your Armed Forces, Not a Gun Collection (the importance of asset allocation).

Neddenriep shares stories and experiences from those with whom he has served to provide both entertainment and insights the reader can immediately apply to their own situation. Each chapter ends with an After Action Review – a list of tasks to be completed before you are ready to be “promoted”, but as Neddenriep learned in basic training, “There’s nothing to it but to do it.”

Though “Combat Finance” was written with a military audience in mind, the simple yet timeless advice will resonate with people of all backgrounds and ages and will help readers to create an actionable and step by step plan to secure their financial future.

Neddenriep enlisted in the Nevada Army National Guard in 1990 as an infantry soldier to help pay for college. He commissioned as an Armor officer in 1994 and joined the investment advisory business after completing the Armor Officer Basic Course in Fort Knox, KY. Kurt gained a unique perspective on financial management by simultaneously pursuing his military career in the Nevada Army National Guard as he built his financial practice. He has served as a platoon leader, troop commander and squadron commander. He deployed to Afghanistan in 2009 for 15 months, during which time he earned the Combat Action Badge and the Bronze Star Medal.

Neddenriep first made headlines in 2010 when he sponsored Afghani teenager Aimal Halim to come to the United States to live out his dream of going to college. Halim had served as a translator for Neddenriep’s guard unit in Afghanistan and is now attending University of Nevada, Reno, Neddenriep’s own alma mater.

“Combat Finance” is published by John Wiley & Sons, Inc. and will be available in select bookstores as well as online from Amazon.com and Barnes and Noble. Neddenriep will donate a third of his earnings from the book to financial education for military service members and their families.

For more information about “Combat Finance” and Kurt Neddenriep, visit www.combatfinance.com.

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