

The Teenager's Guide To Money

Jonathan Self



proud to be different

For Avery and Laura

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Foreword

Here, at last, is a comprehensive and easy-to-read guide to money aimed at teenagers. A guide that not only covers all the important subjects but also, crucially, makes them interesting.

What we particularly like about this book – here at Nationwide – is the fact that Jonathan Self, its author, shares our philosophy. He believes that consumers should be properly informed, that money need not be boring, and that financial services companies should put their customers' interests first. Additionally he believes, as we do, that it is vital to make the most of every penny of your money.

At Nationwide we don't have shareholders, which means that we put our customers' interests first, including, of course, those customers in their teenage years.



JONATHAN SELF is an author and journalist. He knows about money because he used to run *Self Direct*, one of the UK's largest financial services marketing consultancies, and he knows about teenagers because he has five children of his own aged 11–26. Jonathan is a special adviser to the World Land Trust, an environmental charity. He writes a regular column in *Country Life* and is editor of the personal finance website, *AskSelf*.

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