

Don't let the economy get you down! ***Following the Goods: Financial Management for the Young and Ambitious*** is the financial conversation you've been waiting for!

January 9, 2009 – Toronto, ON — Writer and young professional, Adam Goodman, shares his recipe for financial freedom with the launch of his first book, *Following The Goods: Financial Management for the Young and Ambitious*. From the basement of his mother's house, Goodman tells the story of being 28-years-old, well educated, employed and broke! Using his own life experiences as a guide, Goodman offers readers — both young and old — the opportunity to take financial management into their own hands with easy-to-follow tips and lots of practical advice.

“No one ever sat me down and taught me about personal finances and the importance of saving,” Goodman says. “My parents just assumed I'd pick it up somewhere along the way; but it wasn't part of the high school curriculum nor something they really taught in business school.”

From his first part-time job as a swim instructor paying \$15 per hour, to his profitable IT consulting firm, Goodman had the potential to save more than \$50,000. Instead, he blew it all, first on DVDs and cashmere sweaters, then on cars and electronics.

It wasn't until he graduated from his MBA with \$60,000 in debt that Goodman realized how seriously his poor financial judgment and bad spending habits had and would continue to impact his life.

“I'm still living in my mom's house trying to pay off my debt,” says the Toronto-based consultant.

Following The Goods, which is being released by Goodman's publishing start-up, Blue Pig Publishing is targeting teenagers, young adults and their parents. “You're never too young, or too old to take control of your financial situation!”

Let Goodman's story inspire your New Year's resolutions! With no sign of the global economic crisis letting up, there has never been a better time to start planning for your financial future.

For more information or to order the book online visit: www.followingthegoods.com

About Blue Pig Publishing (BPP): Our mission is to help first-time authors get their works published and sold. BPP breaks down the barriers that face less-established writers and provides the tools and resources to ensure the publication of manuscripts. BPP is based out of Toronto, Canada and has been in operation since 2008.