



# Killing Sacred Cows: Overcoming the Financial Myths That Are Destroying Your Prosperity

*Garrett B. Gunderson*

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**Killing Sacred Cows: Overcoming the Financial Myths That Are Destroying Your Prosperity** Garrett B. Gunderson

Western culture is riddled with destructive myths about money and prosperity that are severely limiting individuals' power, creativity, and financial potential. In "Killing Sacred Cows," Gunderson boldly exposes ingrained fallacies and misguided traditions in the world of personal finance.

## **Killing Sacred Cows: Overcoming the Financial Myths That Are Destroying Your Prosperity Details**

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# **From Reader Review Killing Sacred Cows: Overcoming the Financial Myths That Are Destroying Your Prosperity for online ebook**

## **Sandra says**

This book was recommended to me. I found it meandered and unfocused in its presentation and if there were any gems to be learned I didn't have the patience to decipher them.

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## **Brad Mills says**

Overall I thought it was very good, however it's too long.

It takes a contrarian approach to money management, which is refreshing to see. This book doesn't make you feel bad for indulging in a bit of luxury or buying that expensive iPhone.

It makes you realize a lot of financial myths.

It doesn't contain a lot of "meat" either, seems primarily used as a sales tool for the Wealth Factory program, which does seem valuable.

Contrasted to Money Master The Game, there's at least some exercises in that book to get you started on a path of figuring out how to optimise your expenses and goal setting exercises.

I would recommend Killing Sacred Cows, and after reading it, I'll be signing up for their private program.

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## **James Davis says**

This book is where I learned about the difference between producers and consumers. It motivated me to be a creator, a starter, and a producer of value. It reinforced my belief that when you strive to create value in the world that money will naturally follow.

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## **Moseray Smart says**

Good insight, I'm under the impression that financial books tend to simply pull information out of each other. No wonder why I enjoy Biographies more. It is still a good read.

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## **Chazzle says**

Really mixed feelings about this book. On the one hand, I really liked it because it had lots of interesting tidbits that "never make it to the scorecard", in other words, intangible reasons to consider factors much, much more important than the "almighty" dollar. And, of course, since the book has a myth-busting mentality, it spurs thinking.

On the other hand, at times the book gave me a headache, with almost cultish repetition of certain key phrases. It's almost as if the author is saying, "Don't believe everybody else, just nod in agreement as I feed you that key phrase for the 10,000th time."

So, if you can get past the repetition, I believe you can benefit from the thought provoking opinions.

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### **Kunal Sampat says**

This book is less about finances and more about the philosophy of life, of which finance is a huge part. I found many parts of the book repetitive. However, the repetition does help reinforce the points the author is trying to make.

The author provides a list of questions you should be asking in life and before making any financial decisions. I loved this list of questions.

The links, as mentioned in the book, on the [killingscaredcows.com](http://killingscaredcows.com) website don't work.

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### **Erin says**

Oh where to begin? My life will be better if I never again hear the sentence, "For more information, go to KillingSacredCows.com". There are a lot of interesting thoughts in this book and the evaluation of cultural wisdom isn't a bad idea. However, the broad brushstrokes the author uses to paint the picture are often fear-mongering and do not speak to educated use of the financial industry. This book did get me thinking but mostly about why the arguments were hollow or incorrect. So many fallacies...

[https://en.wikipedia.org/wiki/List\\_of...](https://en.wikipedia.org/wiki/List_of...)

I did find the conversation of cash flow versus net worth to be an interesting perspective and will probably spend more time contemplating that particular topic. I think my biggest issue with the author's point of view is that investment in oneself is only useful as long as one desires to and actively can contribute to society and the economy. There's also some discussion of legacy that I find particularly off-putting because the author seems to come from the perspective that everyone should be making decisions based on what will preserve their money and legacy. I don't really consider monetary legacy to be a worthwhile investment of my time or resources so we have a philosophical difference about why one is productive. I want the last check I write to bounce. Teehee. ;-)

The author states in the audiobook that he wrote with the intention of being thought-provoking. In that aim, I think he was successful. I do not agree with a significant portion of what he wrote and I do not approve of the judgmental way some of the information is conveyed but it did get me thinking about a few things. I don't think it'll change any of my life plans but it wasn't a bad audio track for a few hours.

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## Jennifer says

I must admit that I didn't finish this book - it was hard to read. The quotes within the body of the text were distracting and the changes of margin widths were annoying. Besides the layout, I felt that this book is not for everyone. There was an emphasis on materialism and I felt that the author taught some things that were contrary to what church leaders have taught. I also thought the author was pushing his own agenda and think he probably sells whole or universal life insurance, which I am very wary of.

He spoke a lot about finding your "Soul Purpose" - something you would do all day, even if you didn't get paid for it - then pursue that purpose to create wealth beyond all that you can imagine. Problem is - what if your "Soul Purpose" is something for which you don't get paid? John said that he would like to be a missionary full time - where is the money in that? We sometimes need to do hard things or things that we don't necessarily love in order to fund our Soul Purpose - maybe he talked about that near the end. The author assumes that everyone's "Soul Purpose" is something that could be turned into a business venture. I may pick this up again, and I'm going to check out his website, but I'm not a fan.

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## James Knowles says

I've listened to Garret Gunderson in person and on the radio quite a bit, so there was little there that was new. However, *the material is excellent and bears consideration*. The reason people struggle financially is because they're basing decisions on flawed ideas. You can't rise above the quality (good or bad) of the information you believe. This book cuts to the heart of the most common faulty beliefs about money in our age.

Stephen Palmer shows his talent for writing. I don't know where his voice begins or ends, but the material is well organized and reads easily.

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## Rachel says

I really enjoyed this book because it not only taught me about finance but also about making a better life for myself and those around me. The author teaches that happiness = prosperity, not money! The other most influential concept of the book is to seek out our soul purpose in life and to always be investing in ourselves, with regard to our human life value. It was an uplifting book about a topic that can be such a drag.

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## Amie says

The positives: This was an easy book to listen to and was full of good self-help advice to get started in personal financial planning. I like how much emphasis he puts on finding your own financial path and investing in yourself, which he calls "soul purpose." It was nice to hear that versus how much money you

need to make just to survive. It's an incredibly positive approach to long-term planning. The negatives: 1) I agree with others that he repeats himself too much, 2) there isn't a lot of real financial advice, and 3) this is one long advertisement to visit his website. I would recommend this book to anyone who is just getting started or just making real money - college kids, newly single people, etc. and I am glad I read/listened to it. But it just could have been better, hence the three stars.

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### **Lori says**

I skim-read this book (can you do anything else with these self-help type books?). Things I liked: principles of responsibility, productivity, and abundance. Things I didn't like: no examples that didn't include real estate or entrepreneurship, the term "Soul Purpose" (not that I could come up with a better term), and that it is basically a sales pitch for his consulting (not that I blame him for trying.) It did make me think about my retirement plan and consider doing something unusual instead of the 401k and IRA thing. I agree that those products have been pushed on everyone--and there must be a reason for it and that the reason is probably not because they really benefit us so much.

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### **Philip Athans says**

Immediately after finishing this book I turned off my 401(k) contribution and never looked back. And no, I don't believe everything I read.

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### **Terry says**

I vacillated between 3.5 and 4. Lots of great material in this book, however, the writing is boring and repetitive. Don't dismiss the book because of that, like I said, full of useful and eye opening information.

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### **Jeffrey says**

There are so many cultural and societal myths that boil just above the surface of truth waiting to be despoiled, yet few do the work to weed them out. They can be found in education, relationships, health, medicine, even finance. And here is where Sacred Cows comes in to save the day. What do you know about the 401k myth (or 403b, if public)? I know a LOT for I have been deceived. I have also first-hand seen my life suffer via the education, health, work, and finance myths. What do you know about retirement myths that may be preventing you from fully enjoying retirement. Debt may not be what you think it is. Or assets for that matter. Grunderson has earned quite a reputation to cutting to the core of sacred financial myths that just may save your financial life. Certainly worth a read.

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