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By Brett Graff



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Parents will do just about anything to give their kids happy lives and successful futures. Unfortunately, the drive to give kids the best of everything leads to a financial strategy based in fear and competition, and results in millions of dollars worth of unnecessary purchases. Enough is enough.

In *Not Buying It*, Brett Graff, the “Home Economist,” separates the truth about what parents need for their kids to succeed from the fiction perpetuated by ads, peer pressure, and internal fear. Graff shows how parents can save up to a million dollars by investing the money they would otherwise spend on overpriced and unnecessary purchases for their kids. Graff exposes the many ways that overspending can actually harm kids by encouraging narcissism and unhealthy habits. Her tips range from the everyday (understand when supposedly “organic” products aren’t worth the extra dollars) to the long-term (consider investing in a smaller home for your family, which encourages intimacy and connection), making this a valuable manual for all stages of a parent’s life.

An essential book for new parents as well as parenting veterans, *Not Buying It* is the definitive guide for families who want to separate the truth about raising kids from the hype.



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Not Buying It: Stop Overspending and Start Raising Happier, Healthier, More Successful Kids By Brett Graff Bibliography

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