

Press Release

Forbes authors expose our “Monkey Mind” when it comes to how we handle money

Book focuses on why we stop thinking when we start spending and combines practical and philosophical thinking on how to build stronger financial futures.

Amsterdam June 26, 2019 – Chris Zadeh and Angelique Schouten announced the publication of Monkey Money Mind: How to Stop Monkeying Around with Your Money ([available now](#)). The book elaborates in a light and accessible way the reasons why we stop thinking when we start spending. Zadeh and Schouten combine their personal experience with research and interviews with notable leaders and celebrities from the scientific, business, sports, media and fashion communities. Monkey Money Mind is published with ForbesBooks, the exclusive business book publishing imprint of Forbes.

In Monkey Money Mind, authors Zadeh and Schouten combine life lessons and experience, research, and Buddhist philosophy to reveal the reasons why people struggle to make the right financial decisions.

Overcoming student debt and thriving financially despite battling the Monkey Money Mind

“While the rational mind may focus on the future, the 'Monkey Money Mind' is squarely focused on the present,” said Schouten. “Our Monkey Mind seeks instant gratification, and that is the biggest challenge, especially when it comes to money. Decisions are driven by passion and emotion rather than reason and hard facts.” Schouten shares, for example, how she overcame over 100,000 EUR in student debt and invested an equal amount in the company she now works at.

Expert and celebrity contributions included in the book

In the book, the authors aim to relate to and empathize with readers as they elaborate the reasons people often stop thinking when they start spending. It offers tips, lessons learned and success stories on how to overcome debt, save money, invest money and generally improve your relationship with your finances. Featuring interviews with notable personalities - including Dr. Harry Markowitz, winner of the Nobel Memorial Prize in Economic Sciences, Osher Günsberg (TV personality and host of The Bachelor Australia), Pat Williams (founder of NBA Orlando Magic) and Carla Moore (senior executive at HBO and bestselling author) - practical financial insights are conveyed through stories of struggles, mistakes, and ultimately, success.

All proceeds of the book go to charity

All proceeds from book sales go to [The Gorilla Organization](#) which, for more than two decades, has worked to save gorillas from extinction.

Monkey Money Mind: How to Stop Monkeying Around with Your Money is now available on [Amazon.com](#).

About Chris Zadeh

CHRIS ZADEH is the founder of the first cloud-based core-banking engine, Ohpen, and previously served as the chief engineer of the first online broker in Europe, BinckBank, where he built the bank's

