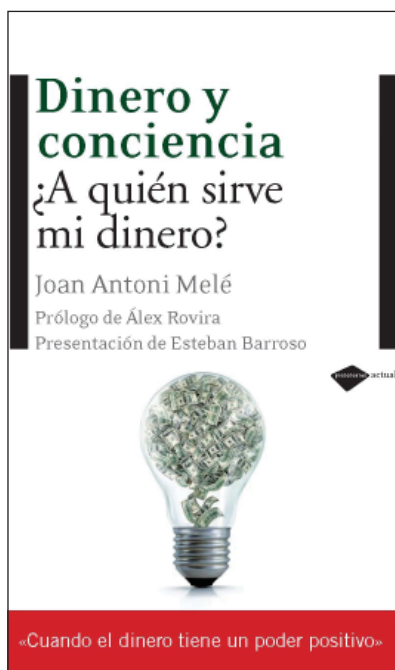


Money Conscience

by Joan Antoni Melé



MONEY AND CONSCIENCE

WHO DOES MY MONEY GOTO?

BY JOAN ANTONI MELÉ

144 pages

Economy - Business

Prologue by Àlex Rovira (author of Good Luck)

■ When the money has a positive power

SYNOPSIS

Money has become the ruler of the world. By facing up to our relationship with money with bravery and honesty we will be able to reach our most human dimension. This book analyses questions such as savings, the ecological, social and financial crisis, the ethical bank, poverty, donations ... The author believes that the State, the bank, industry works due to the money that individuals have, the citizens, all of us. In other words, the power of the citizen is not so much to be found in their vote but in the way they handle their money, the way they consume and invest their savings. In short, this is a wake-up call to taking responsibility of our actions.



ABOUT THE AUTHOR

Joan Antoni Melé Cartaña, has had the opportunity of observing and knowing first-hand for the last thirty years as a banker, the relationship of people with money, and what this leads to. Since 2006 he has worked for the ethical bank, Triodos Bank as Territorial Director for Catalonia and the Balearic Islands. He shares this task with that of conference speaker of socio-economic themes as well as humanities.