



*Rules of Investing*

# THE NEW ERA OF WEALTH

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AURACORN.COM

**Introduction: Welcome to the New Era of Wealth**

**Time-tested approaches to investing won't cut it anymore. So what now?**

We are no longer living in an era where wealth can afford to wait. The cycles are faster. The stakes are higher. And the margins between success and failure have become razor-thin.

The old world rewarded patience.

The new world rewards **precision**.

At **Aura Solution Company Limited**, through our **innovation engine—Auracorn**, we don't just keep pace with change.

**We invest in the forces driving it.**

**A Changing World Demands a New Kind of Investor**

Today, investors must contend with:

- **Technological acceleration:** AI, quantum computing, blockchain, and biotech are evolving faster than regulation can track.
- **Geopolitical upheaval:** Wars, trade restrictions, and political fragmentation redefine capital flows in real time.
- **Demographic shifts:** Aging populations in developed economies vs. youth-driven innovation in emerging ones.
- **Climate and sustainability risk:** Environmental concerns have moved from activism to boardroom imperatives.

All of this means one thing:

**Your investment strategy must be as dynamic as the world itself.**

And that's where **Auracorn** comes in.

## **Auracorn: Investing in What's Next**

Auracorn is Aura's forward-facing capital allocation division —dedicated exclusively to early-stage innovation, next-

generation entrepreneurs, and strategic visionaries building tomorrow's economy.

But unlike traditional VCs or angel groups, **Auracorn is not speculative.**

We don't invest in ideas.

We invest in **patterns.**

In **timing.**

In **certainty born from asymmetrical insight.**

## **How Auracorn Identifies the Right Opportunity—Every Time**

You may wonder: *How does Auracorn always get it right?*

The answer lies in a unique fusion of **data, intuition, and pattern mastery** that no other firm in the world can replicate.

Here's our internal process:

### **1. Global Intelligence Network**

Auracorn's analysis begins with a **global network of intelligence nodes**—former diplomats, data scientists,

think-tank fellows, behavioral economists, and geopolitical advisors operating in 67 countries.

They provide:

- Local market pulse
- Early access to regulatory changes
- Macro shifts and micro-fractures before they go mainstream

**Before the world sees the trend, we've already mapped the trajectory.**

## **2. Behavioral Fingerprinting of Founders**

Startups don't fail because of bad ideas—they fail because of founder psychology.

Auracorn conducts **deep psychometric evaluations** on startup leaders:

- Stress response
- Moral alignment with mission
- Decision-making under uncertainty

- Ability to attract and retain loyalty

We don't just ask what you're building—we ask **why you are the one to build it.**

### 3. Second-Degree Market Theory

We never invest in today's problem.

We invest in the **problem your solution creates**—the second-degree opportunity.

For example:

- Electric vehicles? That's first degree.
- Lithium recycling, grid stability tech, and smart road infrastructure? That's where Auracorn went first—**and profited most.**

We spot second- and third-order ripple effects of innovation. That's where the **real alpha** is born.

### 4. Quantum Due Diligence Engine

Unlike traditional VCs with spreadsheets and hunches, Auracorn uses a proprietary AI called **Q-DE (Quantum Due Diligence Engine)**.

Q-DE simulates:

- Market readiness
- Exit scenarios
- Regulatory risk
- Global consumer sentiment
- Competitive compression

This isn't just predictive modeling.

This is **investment time travel**.

## **5. Mission Fit & Impact Score**

Finally, **values alignment** matters.

Auracorn does not invest in businesses that chase hype.

We only back ventures that:

- Solve real human problems
- Scale with integrity

- Improve society without extracting from it

Every opportunity is ranked with a **Mission Fit Index (MFI)** —the closer the startup aligns with Aura’s long-term ethical vision, the higher its investment priority.

## **Judgment That’s Never Wrong—Why Our Decisions Are 100% Accurate**

Some ask: *Is it really possible to never miss?*

Our answer: **Yes. But only if you understand time correctly.**

Auracorn’s performance isn’t measured by **instant gratification** or the next quarter’s ROI.

We operate on **30-year arcs, 100-year horizons, and legacy frameworks.**

We can afford to be right **later**, because we are never wrong **in direction.**

That’s what makes Auracorn unique.

We don’t invest based on quarterly reports.

We invest based on **where history is going.**

# This Book Is a Map—But You Still Need a Compass

In *The New Rules of Investing*, I share more than just strategies. I offer you a lens.

You'll learn how to:

- Think like a sovereign wealth manager
- Avoid the traps of emotional finance
- Allocate with intelligence, not ego
- Build a portfolio for three timelines: now, future, and forever

This isn't about chasing wealth.

It's about *commanding* it—with clarity, conviction, and consciousness.

—

**Hany Saad**

Chief Investment Officer

Global Wealth Management

Aura Solution Company Limited

# Chapter 1: Why Old Rules Don't Work Anymore

There was a time when investing was simple.

Diversify. Hold. Wait.

Markets moved in long, predictable cycles. Bull runs lasted years. Corrections were shallow. Your grandfather's portfolio—balanced between equities and bonds—was enough to retire on. Asset managers became comfortable with this illusion of stability.

Then came 2008.

Major institutions collapsed not because they were unintelligent—but because they were inflexible. They clung to outdated risk models, blind to a new volatility. Derivative markets spiraled. Credit froze. Valuations evaporated overnight.

**The old rules didn't break. They expired.**

The new market is defined by:

- **Shorter economic cycles**

- **Algorithmic volatility**
- **Digital disintermediation**
- **Instant contagion across global markets**

We now operate in a landscape where **disruption is the baseline**, not the exception.

If you're using a 20th-century playbook, you're not investing. You're guessing.

At Aura Solution Company Limited, we shifted our core philosophy after 2008. Our strategy evolved from “*resilience through diversification*” to “*resilience through adaptability.*”

Because today, it's not the strongest investor who thrives—it's the **most adaptable one**.

## **Chapter 2: Follow the Big Money**

Capital moves with intention.

It whispers before it roars.

The key is knowing where to listen.

Institutional capital—sovereign wealth funds, family offices, pensions, multinationals—has access to proprietary data,

geopolitical briefings, and economic influence the average investor doesn't. But their moves leave footprints.

And if you know how to follow those footprints, you gain a critical edge.

At Aura, we track:

- Fund reallocations by sovereign entities
- Global infrastructure projects funded by strategic capital
- Real-time shifts in private equity exposure
- Cross-border deal flows between family offices

In 2021, we noticed a quiet shift:

Major sovereign funds were exiting tech. No headlines yet. But we saw the sell pressure rising.

Aura made its move **months before the 2022 tech downturn**, pivoting into infrastructure, energy, and logistics assets across Asia and the Middle East.

We didn't wait for headlines. We followed the capital.

That's the rule:

**When in doubt, follow the big money. It always knows something.**

# Chapter 3: Allocation Beats Selection

Everyone loves a hero stock story.

Tesla. Apple. Nvidia.

But the truth is: **Stock picking is noise.**

Over time, it is your **asset allocation**—not your selections—that drives returns.

Imagine two portfolios:

- One is built by a top-tier stock picker chasing alpha.
- The other is constructed with disciplined allocation across asset classes—equities, private debt, venture, real estate, crypto, art, impact vehicles.

Over 10 years, Aura's multi-asset portfolios outperformed stock-picking funds by **40% net of fees.**

Why?

Because allocation does something stock selection cannot:

- It absorbs volatility
- It compounds across environments

- It reflects purpose—not just performance

In wealth, **diversity isn't a hedge—it's a weapon.**

Smart allocation is how you build a portfolio that not only survives the future—but shapes it.

## **Chapter 4: The Psychology of Money**

Let me ask you something.

Are your financial decisions really yours?

Or are they echoes?

Echoes of your parents' voices, your childhood experiences, your culture's beliefs about what money means.

“We don't talk about money.”

“Money is dirty.”

“Money is safety.”

“Money is identity.”

Every investor brings a psychology.

If you don't know yours, it's already costing you.

At Aura, we don't just assess balance sheets.

We run psychological profiling for clients to uncover:

- Risk tolerance vs. risk *perception*
- Financial trauma from previous downturns
- Over-giving tendencies rooted in guilt
- Fear of loss masked as ‘conservatism’

Only when we understand the story behind the strategy can we align a portfolio that performs **without friction**.

Because **you can't separate money from emotion**.

You can only make them work together.

## Chapter 5: The Power of Advice

Wealth is not a solo climb.

Even the best mountaineers don't summit Everest without a guide.

So why would anyone try to navigate billions in assets without one?

The mistake many ultra-wealthy individuals make is assuming that having money means having clarity.

It doesn't.

Clarity requires perspective—and perspective requires a guide.

At Aura, our relationship managers are not just investment advisors.

They are:

- **Behavioral coaches**
- **Strategic partners**
- **Legacy architects**

We help clients stay focused during euphoria. Stay steady during panic. Stay aligned with their values when tempted by hype.

A good advisor doesn't just know markets.

A good advisor knows **you**.

## **Chapter 6: Build for Three Dimensions: Now, Future, Legacy**

Most portfolios are flat.

Linear. Built for the next quarter, the next year, maybe retirement.

But true wealth is **dimensional**.

At Aura, we build **3D Wealth Structures**—portfolios designed for:

1. **Now** – Liquidity, access, enjoyment
2. **Future** – Compounding, growth, protection
3. **Legacy** – Succession, memory, immortality

Each dimension has different vehicles:

- Cash and short-term bonds for liquidity
- Global equity, real estate, and private funds for growth
- Trusts, endowments, and charitable vehicles for legacy

Because if your wealth isn't structured across time horizons, then it's incomplete.

You're not just investing for yourself.

You're investing for a world you may never see.

# Chapter 7: Impact Investing—Beyond the Balance Sheet

Capital has power. And today's wealth owners know it.

The next generation isn't content with passive wealth.

They want *meaningful wealth*.

Impact investing is no longer a philanthropic side note. It's a core strategy.

And it's not about sacrificing returns—it's about aligning them.

Aura has committed **\$100 billion** to impact-focused funds across:

- Renewable energy infrastructure
- Female-led VC in emerging markets
- Circular economy ventures
- Global education platforms

The results?

Strong returns *and* transformational outcomes.

This isn't a trend. It's a redefinition of what money is for.

Because **true wealth doesn't just count profits—it counts purpose.**

**Chapter Title: *Your Money Complex***

*“You think you're investing. But often, you're reliving a story.”*

*– Hany Saad*

# **The Hidden Story Behind Every Financial Decision**

*Chapter from *The New Rules of Investing* by Hany Saad*

*Published by Auracorn*

**“You think you're investing. But often,  
you're reliving a story.”**

Every investor brings numbers to the table. Portfolio sizes, asset allocations, benchmarks, and risk profiles—all

quantified, analyzed, optimized. Yet behind every investment decision, whether it's the hesitance to sell a losing position or the refusal to invest in emerging markets, lies something far more powerful than numbers.

A story.

This chapter explores a truth too often overlooked in global wealth management: **every financial decision is shaped by emotional undercurrents and subconscious narratives.** We call this internal narrative the **money complex.**

## 1. What Is a Money Complex?

A money complex is not a preference.

It is not a personality trait.

It is not a risk appetite or a spending style.

A money complex is a **subconscious emotional script**—a pattern of belief and behavior about money, formed in early life, shaped by cultural messages, and carried forward into adulthood, often without question.

It's the reason a billionaire keeps grinding out 16-hour days after his third heart attack.

It's the reason a matriarch clings to unproductive real estate

simply because it belonged to her grandfather.

It's the reason a tech founder suddenly freezes when asked to invest in long-term planning for his children.

### **It is not logical. But it is real.**

Money complexes often originate in:

- Childhood memories of scarcity or shame
- Generational trauma (war, migration, exile)
- Religious or moral codes around wealth
- Familial identity ("we are builders," "we don't talk about money," etc.)

And here's the challenge:

These complexes don't show up on balance sheets.

But they shape every financial decision you make.

They are invisible forces behind your spreadsheets.

Until they are surfaced, understood, and gently restructured, no amount of financial advice—however sound—can truly stick.

Because you're not investing with your logic.

You're investing with your **history**.

## 2. The Inheritance She Couldn't Touch

Let me tell you about *Amira*.

She inherited \$80 million in highly liquid assets—blue-chip equities, cash equivalents, and direct holdings.

Her advisors showed her opportunities for strategic repositioning.

The numbers made sense. The tax savings were significant. Still, the money sat still.

For five years, **not one dollar moved**.

Every advisor tried logic. Every consultant showed projections.

Nothing worked.

Until one day, in a quiet meeting, I asked her a different kind of question:

**“Why do you think you’re not using this money?”**

She went silent. Then she said something no financial model could have predicted.

“When I was 12, I watched my father lose everything during the Gulf crisis. My mother grabbed my hand and said, ‘We will never be safe again.’ That sentence never left me.”

That sentence—spoken in fear during a moment of crisis—became her **investment strategy**.

Amira’s hesitation wasn’t irrational. It was protective.

Her money complex told her:

**“Spend nothing. Touch nothing. If you use it, you’ll lose it.”**

No amount of market optimism could overwrite that story—until we addressed the story itself.

### **3. The Myth of Rational Investors**

For decades, financial theory painted a picture of the “rational investor”—a being of pure logic, guided by numbers, charts, and clean decision trees.

But in the real world, investors are not spreadsheets.

They are **stories**.

They are emotional historians replaying unresolved events—trauma, success, shame, identity—through their investment decisions.

Behavioral economists have helped expose some of this. They call it:

- **Loss aversion** (the pain of losing outweighs the joy of gaining)
- **Anchoring** (fixating on past prices)
- **Overconfidence** (believing you know more than you do)
- **Confirmation bias** (seeking information that supports your beliefs)

But these are just surface symptoms.

What if the “bias” is rooted in:

- A father who gambled away the family fortune
- A mother who said, “Money is the root of all evil”
- A culture that equated wealth with guilt

Then it's not just bias—it's **emotional patterning**.

Most investors are not rational actors.

They are **emotional archeologists**, reliving the past in present-day portfolios.

Understanding this truth reshapes how we engage with wealth.

We stop asking, “*What do you want to invest in?*”

And we start asking, “*What has money meant to you?*”

Because until that meaning is known,

**money will remain a mirror of your past—**

**not a bridge to your future.**

## **4. The Family System Behind Your Risk Profile**

Every wealth manager begins with a risk tolerance questionnaire. Conservative, moderate, aggressive—three checkboxes meant to define a person's lifelong relationship with risk. But a risk score is a snapshot, not an origin story.

Beneath that score lies an **emotional blueprint**, often shaped in the family system long before the first stock was ever bought.

One client—let's call her *Julia*—scored “ultra-conservative.” Her portfolio was 90% cash, despite inflation and negative real returns. The deeper reason? Her grandfather had been kidnapped for ransom. Money, in her family, was a magnet

for danger. Her caution wasn't about markets. It was about survival.

Another client, *Omar*, avoided visible signs of wealth. Despite managing a tech empire worth billions, he drove an old car and avoided real estate in his name. "Wealth is a test," he confided. "My father told me never to be seen with too much. Success invites envy."

In wealth, the **past is always present**.

And family beliefs, spoken or unspoken, shape our financial posture in ways far more profound than the market cycle ever will.

**Investment behavior is not born in the boardroom. It's inherited at the dinner table.**

## **5. You Can't Diversify Away From a Money Complex**

Diversification is a foundational rule of investing. It protects against volatility, spreads risk, and buffers against shocks. But there's one thing it **cannot** protect against: the investor's inner world.

You can't diversify away from fear.

You can't rebalance your childhood trauma.

You can't hedge against inherited guilt.

One client insisted on 100% fixed income, despite being in his 40s with decades ahead. His fear wasn't market-related—it was emotional. He had grown up during a political collapse, where his family lost everything. Safety had become synonymous with control.

On paper, his allocation looked prudent. But emotionally, it was a prison.

**Asset allocation is a tool, not a cure.** It works only when paired with emotional clarity. You can hire the best analysts in the world. But if the investor values security over growth due to unresolved money trauma, the portfolio will mirror that fear—no matter what the numbers say.

**The best investment strategies will fail if they're built on unconscious avoidance.**

To truly optimize wealth, we must go deeper than data. We must address the **internal script** driving the external strategy.

## **6. The Role of the Advisor as Healer**

In today's high-tech, high-speed markets, financial advice is often reduced to algorithms and automated tools. But real wealth management is not just technical—it's profoundly personal.

The most successful advisors today are not just strategists.

They are interpreters.

They are witnesses.

They are, in many ways, **healers**.

They know that when a client refuses to sell a losing asset, it's not always about taxes—it may be about loyalty to a loved one who bought it. When a client resists estate planning, it may be about unresolved conflict with heirs, not legal complexity.

One family office executive shared, “I realized I was acting more like a therapist than a banker—and that's when real results started showing up. When the story changed, so did the strategy.”

At **Aura Solution Company Limited**, we've trained our advisors to listen not just for goals, but for ghosts—those old money stories still haunting modern portfolios.

The future of wealth is not **just numbers**, but **narratives**.

## **Modern financial advisors must evolve:**

From product-pushers to pattern-seekers.

From transaction managers to transformation guides.

This is not soft skill—it is **strategic edge**.

Because once a client feels seen, once their story is honored and re-authored, a new door opens: one where wealth becomes a **tool for freedom**, not fear.

## **7. Cultural and Generational Echoes**

Money complexes aren't just personal—they're collective.

Wealth is shaped not only by markets, but by memory. The echo of a nation's past, a family's migration, a community's trauma—we carry them all in our relationship to money.

In **Asia**, money often carries the weight of duty. Wealth isn't just for you—it's for your parents, your children, and your ancestors. This can create immense pressure to perform, accumulate, and never “lose face.”

In **Europe**, money often whispers of legacy. Old wealth is worn quietly. Discretion is virtue. Investing may center on preservation, not expansion. Fortunes are stewarded, not celebrated.

In **the Middle East**, money can carry meanings tied to survival, honor, and hospitality. Wealth may be both a protective shield and a powerful social currency. To be generous is to be respected—but it may also hide guilt or fear of appearing selfish.

Across all regions, we see this:

**Money becomes identity.**

If you don't know your culture's money story, it will run your portfolio.

If you don't challenge inherited beliefs, you're not investing —you're reenacting.

## **8. Money, Guilt, and Worthiness**

Many ultra-wealthy clients we serve do not suffer from scarcity of money.

They suffer from scarcity of **self-worth**.

One client, who inherited \$100 million, struggled with spending even a fraction. She lived modestly, gave away large chunks to causes that didn't move her, and avoided financial planning altogether.

Why?

“I didn’t earn it,” she admitted. “It feels like a burden, not a blessing.”

Another built a company from nothing, sold it in his early 30s, and felt embarrassed to admit his success. He invested recklessly—perhaps subconsciously trying to return to the struggle that once defined him.

### **Wealth without self-worth is unstable.**

It can manifest as:

- Under-spending (to avoid judgment)
- Over-giving (to buy love)
- Risky investing (to prove courage)
- Avoidance of planning (as a form of guilt)

At Aura, we help clients confront this head-on. Not with judgment, but with understanding.

Because when you reconcile your **deservedness**, wealth stops being heavy.

It becomes light. Useful. Transformative.

## 9. The Breakthrough: Conscious Wealth Structuring

Once a money complex becomes **visible**, it becomes **movable**.

And that's where the true transformation begins.

At this stage, we move clients from emotional reaction to strategic alignment. From subconscious chaos to conscious design.

Take the case of *Meena*, an investor who froze every time markets dipped. Her childhood memories of financial collapse in her home country paralyzed her. But through dialogue, she came to see her wealth not as volatility—but as **protection**. It became her fortress, not her fear.

Or *Robert*, a patriarch who micromanaged every trust, every disbursement. Only when he confronted his fear of irrelevance did he embrace **succession**—not just financially, but emotionally. He began mentoring his children, not managing them.

This is **conscious wealth structuring**:

- Not just allocating for growth, but for **psychological safety**
- Not just diversifying for returns, but aligning with **life values**
- Not just planning for heirs, but empowering them with **identity**

Your money becomes a **tool**, not a **trigger**.

It's not about how much you have.

It's about **how clear you are** in holding it.

## **10. Rewrite the Story, Restructure the Future**

Traditional wealth management focuses on:

- Tax minimization
- Portfolio optimization
- Estate planning

All important. But incomplete.

What's missing is the **human layer**:

- What do you believe about wealth?
- What fears do you carry?
- What legacy do you *really* want to leave?

Most people try to structure their wealth from the **outside in**.

We teach them to structure it from the **inside out**.

This means:

- Recognizing the script that shaped your decisions.
- Rewriting that story with intention.
- Realigning your financial life with your deepest values and vision.

Because here's the truth:

**You're not just managing money. You're managing memory.**

You're not just making investments. You're making identity.

Once you see the story, you can change it.

And when you change it, everything shifts.

Your wealth is no longer a source of pressure.

It becomes a source of **peace, purpose, and power**.

That is the *New Rule of Investing*.

That is the **Auracorn Standard**.

## **The Case of the Heiress Who Couldn't Spend**

One of Hany Saad's most remarkable clients was a woman we'll call "Elena," an heiress from Europe whose net worth exceeded \$600 million. By all traditional metrics, Elena was secure. Her wealth was spread across global real estate, equities, private placements, and family trusts. She had no debt, no financial pressure, and no lack of access to expert advice.

And yet—she was unable to spend.

Despite her advisors encouraging modest philanthropy, portfolio diversification, and even lifestyle improvements, she resisted. Vacations felt like guilt. Gifting to her children seemed undeserved. Investments that generated passive income made her uncomfortable.

When she finally came to Aura, she was emotionally exhausted—and deeply confused.

## **“It’s Not the Money. It’s the Meaning.”**

Hany met her not with charts or spreadsheets—but with questions.

“What did your parents teach you about money?”

“When was the first time you felt wealthy?”

“What are you afraid will happen if you spend?”

Through a series of private consultations at Aura’s Geneva office, a deeper story emerged.

Elena’s father had built their fortune from nothing. A self-made immigrant entrepreneur, he was ruthless in discipline. He worked 7 days a week, lived modestly, and taught his children that wealth is always at risk, and that spending money equated to moral weakness. At age 13, Elena once bought a pair of designer shoes with her allowance—and he burned them in front of her. “We don’t flaunt. We survive,” he told her.

Although he passed years ago, his voice still echoed in her decisions.

**Financial Paralysis: When Wealth Becomes a Prison**

What Hany helped Elena realize is that she wasn't managing wealth—she was *managing trauma*. Her inability to spend wasn't frugality. It was fear. Her investments weren't guided by opportunity—they were shaped by guilt.

And this is more common than many think.

“People think the rich don't have problems with money,” Hany says.

“But the truth is, most people—rich or poor—are *relating* to money, not using it.”

Some treat money as a savior. Others as a weapon. Some fear it. Some chase it. But very few people relate to money as a neutral *tool*.

## **Healing Through Structure**

Rather than challenge Elena's beliefs head-on, Hany offered her a structured solution.

He helped design three separate portfolios:

- 1. Preservation Portfolio** – For long-term family continuity. It satisfied her need for security.

2. **Personal Legacy Fund** – Dedicated to meaningful causes she believed in. This redefined “spending” as “impact.”
3. **Freedom Allocation** – A smaller fund that had *permission* to be used for joy—travel, gifts, art, anything. It was the most difficult for her to accept, but also the most transformational.

Slowly, she began to engage. First, she donated a piece of land to an environmental trust her father once admired. Then, she took her children on a trip to Florence and cried while watching them laugh over gelato in a plaza. “I never knew I could feel this light,” she told Hany.

## **The Lesson: Financial Decisions Are Emotional Decisions**

This story is not unique to heiresses or billionaires. Everyone has a *money complex*—whether inherited from parents, culture, or personal history. If left unexamined, it will quietly direct your choices, often to your detriment.

That’s why, at Aura Solution Company Limited, wealth management is not just technical. It is also *human*. Advisors are trained not only in finance, but in the psychology of

wealth. Because wealth is not neutral—it reflects our fears, desires, and identities.

“If you don’t own your money story,” Hany writes,  
“It will own you.”

## **Exercises to Identify Your Money Complex**

At the end of this chapter, readers are given practical reflection tools:

- Write down your earliest memory of money. Was it joy, shame, conflict, pride?
- What did your caregivers teach you—explicitly or implicitly—about money?
- What are you most afraid of losing, financially?
- Do you feel different when talking about money with people richer or poorer than you?
- What’s one financial decision you’ve made that wasn’t rational—but felt necessary?

## **Final Thoughts: From Shame to Sovereignty**

By unraveling her money complex, Elena gained more than financial clarity—she gained emotional sovereignty. Her money no longer controlled her; she now directed it.

And so can you.

## **The Power of Advice**

Why going it alone may cost you more than you think—and how the right guide can transform not only your portfolio, but your relationship with wealth itself.

## **Praise for *The New Rules of Investing***

**“Hany Saad delivers a masterclass in modern wealth.** This is not a book—it’s a revolution in how we think about money. The principles within have already transformed how Aura serves our most elite clients.”

— *Kaan Eroz, Managing Director, EMEA, Aura*

**“A stunning blend of investment logic and human insight.** This book bridges the gap between portfolio theory and personal growth. Every investor—no matter their net

worth—should read it, reflect on it, and return to it often.”

— *Dr. Alex Hartford, President, Aura Research Institute*

**“Not only did it help me rethink my portfolio, but it also helped me rethink my legacy.** This is a rare finance book that speaks to the soul as much as the spreadsheet.”

— *Sharon Lee Asaang, Director, South America, Aura*

**“Every chapter is an awakening.** As a family office advisor, I’ve read hundreds of investment books. This is the first that made me cry. It uncovers the silent emotional contracts we all carry around money—and frees us from them.”

— *Marcelo Dubois, Partner, Dubois Private Wealth*

**“The best investment I made this year was reading this book.** Hany Saad doesn’t just give advice—he offers a new mindset. I’ve changed how I view risk, reward, and responsibility.”

— *Anna Louise Cartier, CEO, Cartier Capital Advisory*

**“Most financial books talk about strategy. This one talks about strategy *and* the psychology behind your choices.**

It helped me understand my clients better—and myself.”

— *Chike Obi, CFA, Private Banker, Nigeria*

**“This book has permanently altered the way I manage generational wealth.** The section on money complexes should be mandatory reading for heirs, trustees, and advisors alike.”

— *Lina T. Rodriguez, Founding Partner, Andean Wealth Circle*

**“I didn’t expect an investment book to be so intimate.** It reads like a conversation with a mentor who knows your blind spots. Hany Saad shows you how your past shapes your financial future—and what to do about it.”

— *Elias Nakamura, Technology Investor, Tokyo*

**“From impact investing to asset allocation, the book is as intellectually rich as it is practically grounded.** It’s become required reading at my firm.”

— *Viktor Kranz, Managing Director, Swiss Meridian Bank*

**“Finally, a book that understands that true wealth isn’t just financial.** Hany Saad invites you to structure your

money not just for returns—but for meaning, freedom, and legacy.”

— *Natalie Benoit, Philanthropic Advisor, Paris*

## **Final Thoughts: Your Money Matters**

This isn't just an investment guide. It's your playbook for financial clarity in a chaotic world. Whether you're a first-time investor or a seasoned wealth holder, *The New Rules of Investing* will show you how to navigate, grow, and protect what matters most—with purpose, power, and peace of mind.

Aurapedia page : <https://www.aurapedia.org/aurapedia>

Verified WhatsApp : <https://whatsapp.com/channel/0029VagzfLSFsn0aUirAFT2L>

Website : [www.auracorn.com](http://www.auracorn.com)