The Bullish Thinking Guide for Managers: How to Save Your Advisors and Grow Your Bottom Line
Alden Cass, Brian F. Shaw, Sydney LeBlanc

**DESCRIPTION**

The Bullish Thinking Guide for Managers serves as an educational tool for proactively dealing with emotional distress that may affect advisors in the high-risk/high-reward world of finance. In it, Dr. Alden Cass and Dr. Brian Shaw—with the help of Sydney LeBlanc—explore strategies that will help you recognize potential job stressors, manage office conflicts, and implement appropriate solutions. It will also assist you in developing a specific set of skills that will allow you to deal with the unpredictability of this environment.

**ABOUT THE AUTHOR**

Dr. Alden Cass, PhD, is a licensed clinical psychologist and performance coach for competitive executives, athletes, and musicians. He is President and Chief Consultant of Catalyst Strategies Group, a team of psychologists specializing in coaching financial services executives and individuals performing under stressful job conditions. Dr. Cass conducted the nation's first clinical investigation in twenty-five years on the mental health of stockbrokers. He also writes a Web column for Trader Monthly magazine and TheStreet.com, and is a bimonthly columnist for On Wall Street magazine.

Dr. Brian F. Shaw, PhD, is a professor of psychiatry and public health science, a clinical psychologist, and one of the originators of applied cognitive-behavioral therapy. He is the coauthor of Addiction and Recovery For Dummies (Wiley) and Cognitive Therapy of Depression, and the principal of BFS Consulting, a sports and entertainment consulting firm based in Toronto, Canada.
Sydney LeBlanc is a thirty-year financial services industry veteran, journalist, publisher, and author, as well as a codirector of The Fisher LeBlanc Group.

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