



Everyone could use some sound advice now and then. Scott Burns has the whole scoop on financial well being, and he's willing to share. Whether you're interested in early retirement, mortgages or stock tips, this column can help.

Scott Burns has a focus on the finer points of business – things people should know in order to survive in today's business world. He uses two different formats to educate the reader about investment and other financial matters. The first format is a question-and-answer format, which allows readers to find out exactly what they want to know. The second format is more analytical – the things the reader may not even know to ask. Both formats contain excellent advice, and both are highly useful to the average person.

The way that Scott Burns writes is both informative, and graceful. His writing style stays direct and skillfully interesting. Readers will find themselves looking forward to his column over their morning coffee, whether or not they are stock-trading buffs. Burns manages to explain intricate financial matters in a straight-forward manner that will benefit all readers.

feature type

text

frequency

2x / weekly

delivery methods

FTP, Uclick®

target audience

general appeal

About the Creator:

Scott Burns joined The Dallas Morning News in 1985 as a business columnist. He continues to expand the scope, depth and humor of the column he began writing in 1977 at the Boston Herald where he was a financial editor. He is also a contributing editor for Worth magazine.

Burns' articles and columns have appeared in Boston magazine, Playboy, Vogue, Harper's Bazaar and other publications. His books include "Squeeze It Till the Eagle Grins" and "Home, Inc.: the Hidden Wealth and Power of the American Household."

His experience includes public communications in radio, television, frequent speaking engagements and seminars. Burns has also been a consultant for Arthur D. Little, and he spent six years as a director and three years as audit chairman of a \$45 million manufacturing company.

Burns graduated from the Massachusetts Institute of Technology with a degree in humanities and biology, and he studied writing with Archibald MacLeish at Harvard.

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