

A portrait of Robert T. Kiyosaki, a middle-aged man with dark hair, smiling and wearing a dark suit jacket over a black shirt. The background is black.

RICH DAD'S

CASHFLOW QUADRANT

GUIDE TO FINANCIAL FREEDOM



ROBERT T. KIYOSAKI

*My rich dad used to say,
"You can never have true freedom
without financial freedom."*

*He would go on to say,
"Freedom may be free, but it has a
price."*

*This book is dedicated to those who are
willing to pay the price.*

Editor's Note

The Times They Are A- Changin'

There have been many changes in our economy and the investing landscape since *Rich Dad Poor Dad* was first published in 1997. Fourteen years ago, Robert Kiyosaki challenged

conventional wisdom with his bold statement that "your house is not an asset." His contrarian views on money and investing were met with skepticism, criticism, and outrage.

In 2002, Robert's book, *Rich Dad's Prophecy*, advised that we prepare for an upcoming financial market crash. In 2006, Robert joined forces with Donald Trump to write *Why We Want You To Be Rich*, a book inspired by their concern for the shrinking middle class in America.

Robert continues to be a passionate advocate for the importance and power of financial education. Today, in the wake of the subprime fiasco, record home foreclosures, and a global

economic meltdown that is still raging, his words seem not only prophetic, but enlightened. Many skeptics have become believers.

In preparing the 2011 edition of *Rich Dad's CASHFLOW Quadrant*, Robert realized two things: that his message and teachings have withstood the test of time, and that the investment landscape, the world in which investors operate, has changed dramatically. These changes have affected, and will continue to affect, those in the I (Investor) quadrant and have fueled Robert's decision to update an important section in this book—Chapter Five: The Five Levels of Investors.

ACKNOWLEDGEMENTS

The phenomenal success of *Rich Dad Poor Dad* has brought us millions of new friends from all over the world.

Their kind words and friendship—and their amazing stories of perseverance, passion and success in applying the Rich Dad principles in their lives—inspired us to write this book:

Rich Dad's CASHFLOW Quadrant
Guide to Financial Freedom

So to our friends, old and new, for their enthusiastic support beyond our wildest dreams, we say thank you.