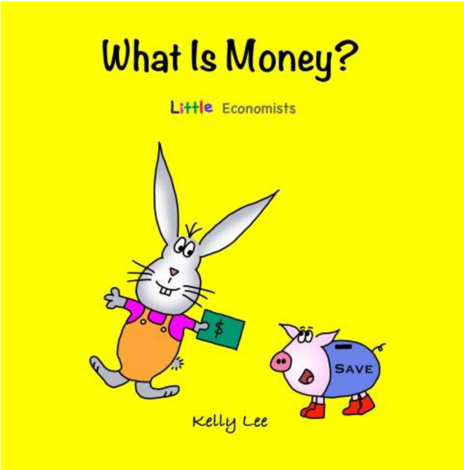
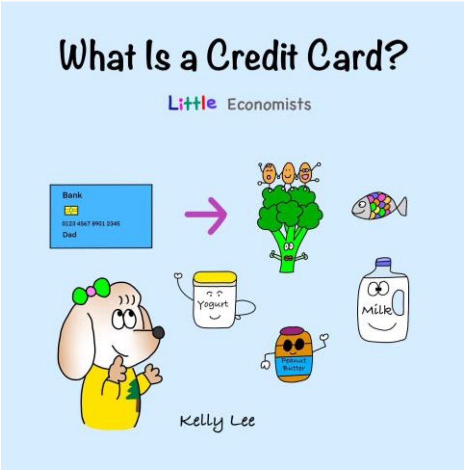
Little Economists Series

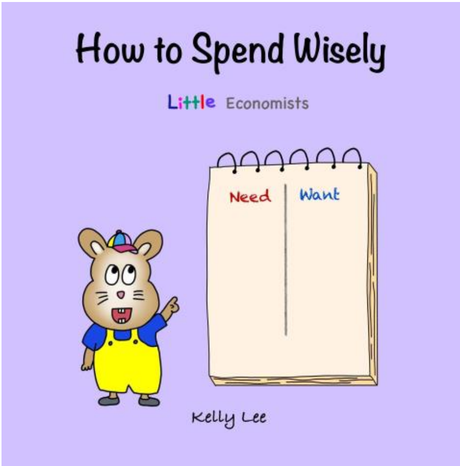
Featured in the 2025 New York Times article "How to Talk to Your Children About Money in These Uncertain Times" and the 2026 Good Morning America segment "How to teach kids money skills"

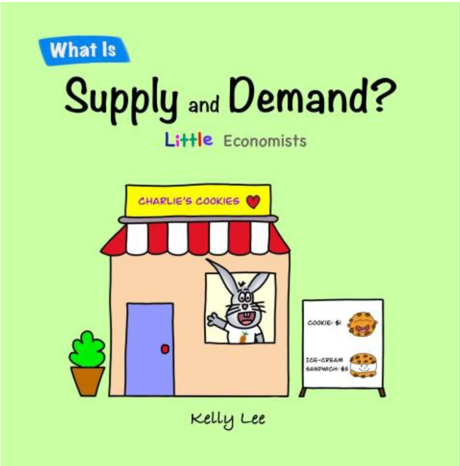
140,000 copies sold so far in the U.S.

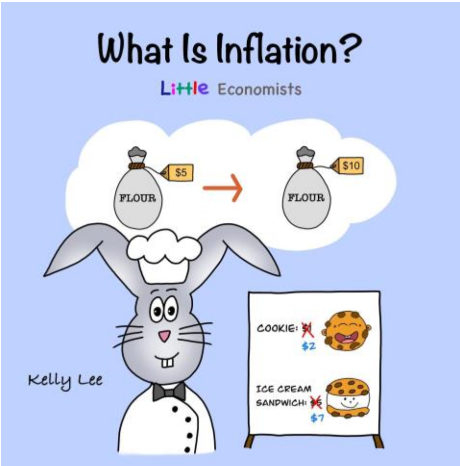
The "Little Economists" is a unique and popular series designed to teach children ages 3 to 8 about financial principles in a fun and engaging way. Each book in the series focuses on a different economic concept, breaking down complex ideas into simple, easy-to-understand language and colorful illustrations that keep young readers interested.

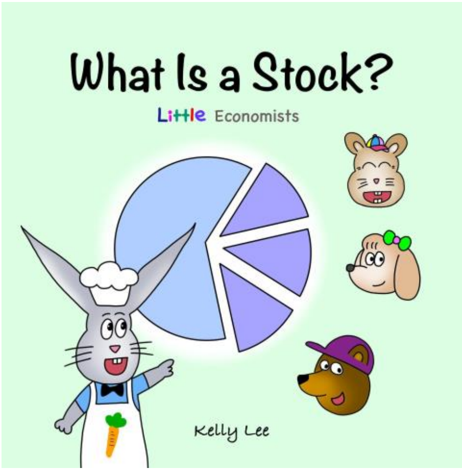


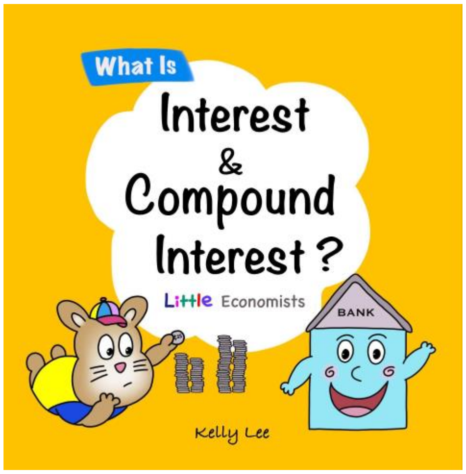


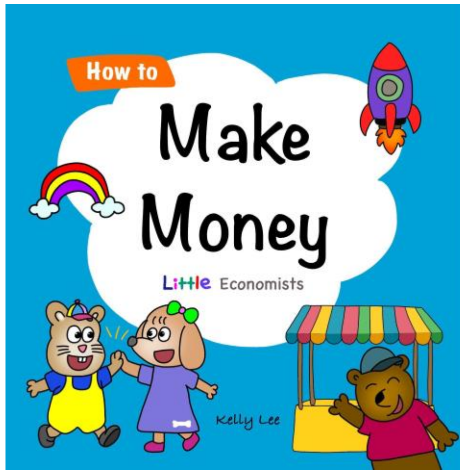


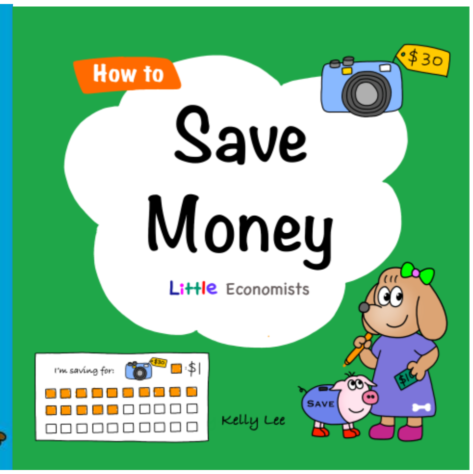












Page ranges: 30-36 Book Dimension: 8.5" X 8.5" / 215.9mm x 215.9mm
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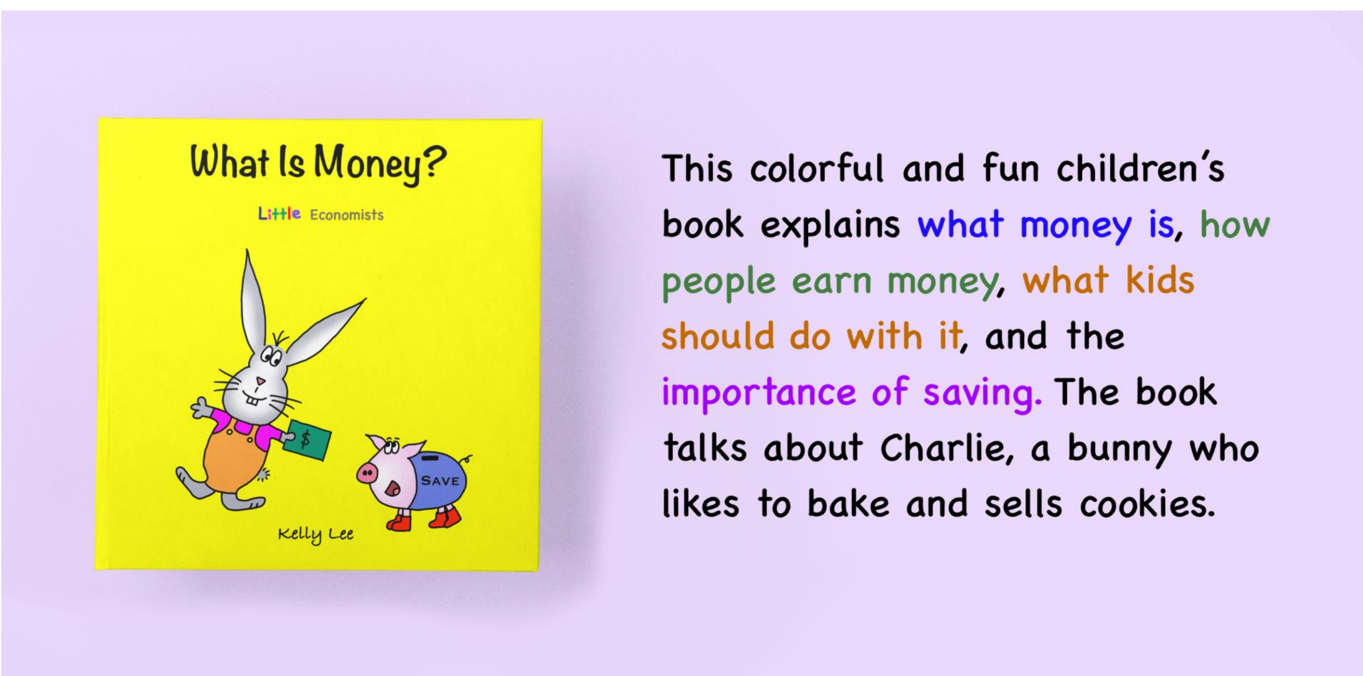
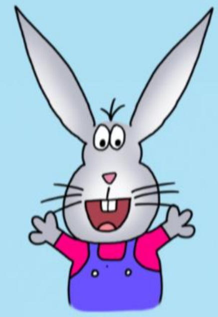
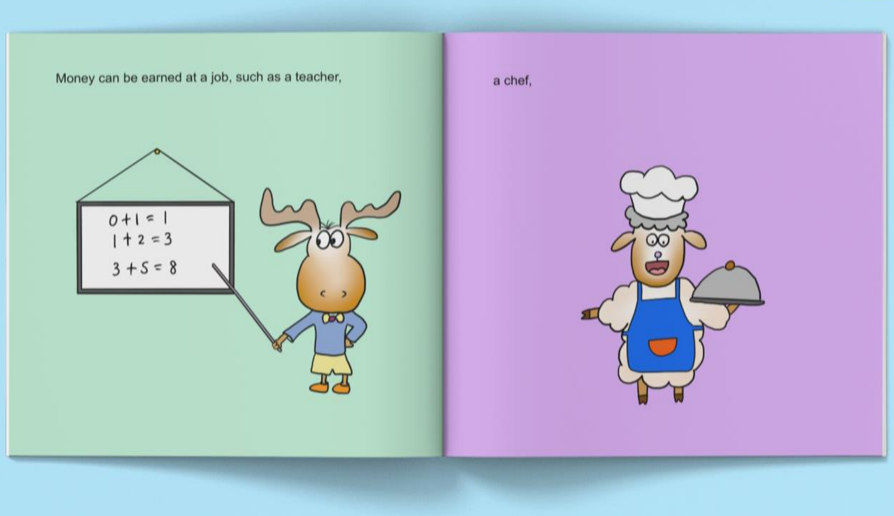
What Is Money?



KIDS WILL LEARN...

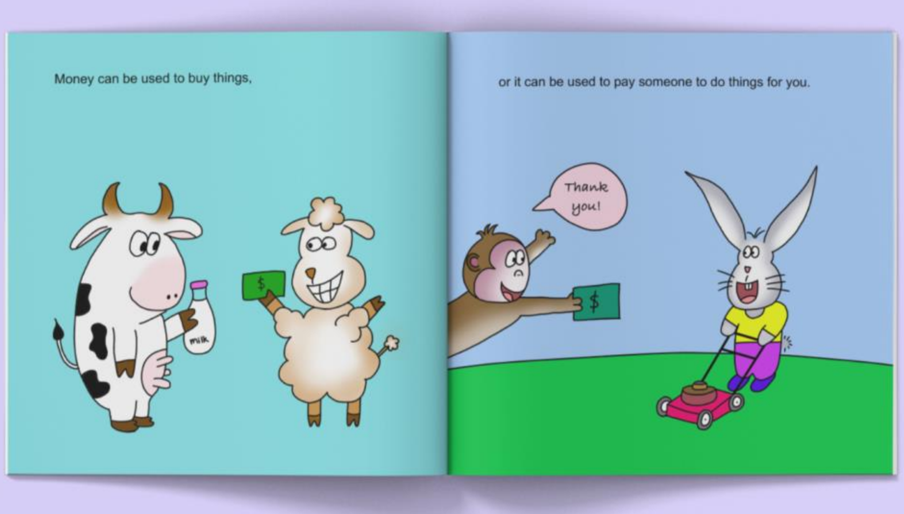


- WHAT IS MONEY?
- WHERE DOES MONEY COME FROM?
- WHAT SHOULD KIDS DO WITH IT?
- WHY SHOULD WE SAVE?



EASY TO UNDERSTAND

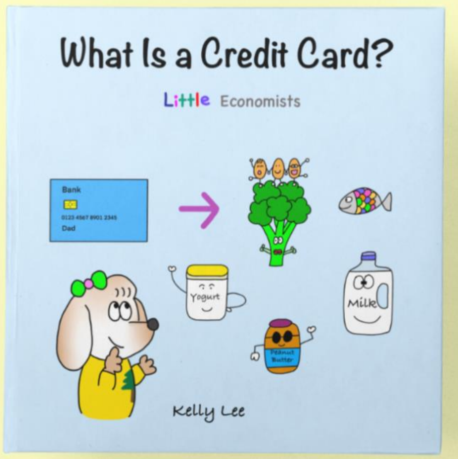
COLORFUL AND CUTE ILLUSTRATIONS



ENTERTAINING STORY

CONCISE AND TO THE POINT

What Is a Credit Card?



Join Ava grocery shopping with Dad, and learn all about credit cards, paying back borrowed money (or anything!) and spending responsibly.

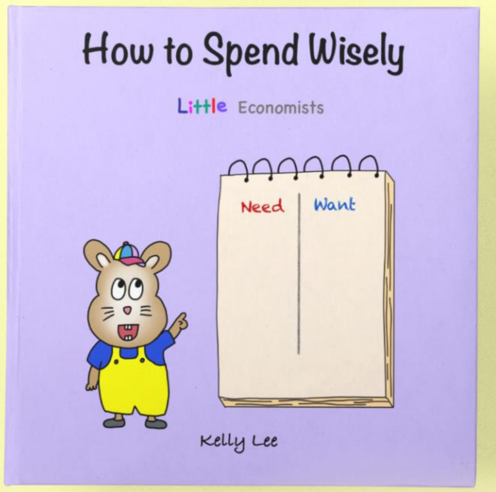
EASY TO UNDERSTAND

COLORFUL AND CUTE ILLUSTRATIONS

ENTERTAINING STORY

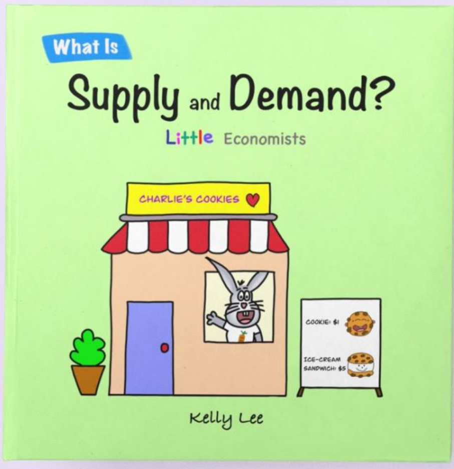
CONCISE AND TO THE POINT

How to Spend Wisely



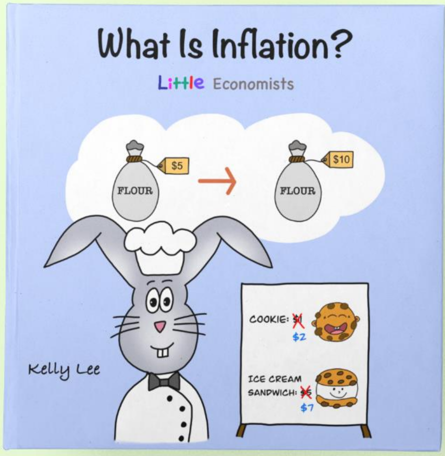
Hank the hamster had a few things he was looking to buy, but he didn't have enough money to buy all of them. What should he do? Join Hank to learn about how to differentiate between needs and wants, and how to budget.

What Is Supply and Demand?



Charlie has a bakery that sells cookies and ice cream sandwiches. His bakery has a lot of customers in the summer but not so many in the winter. What does he do to get more customers? How does price affect demand? How does a change in supply affect price and demand?

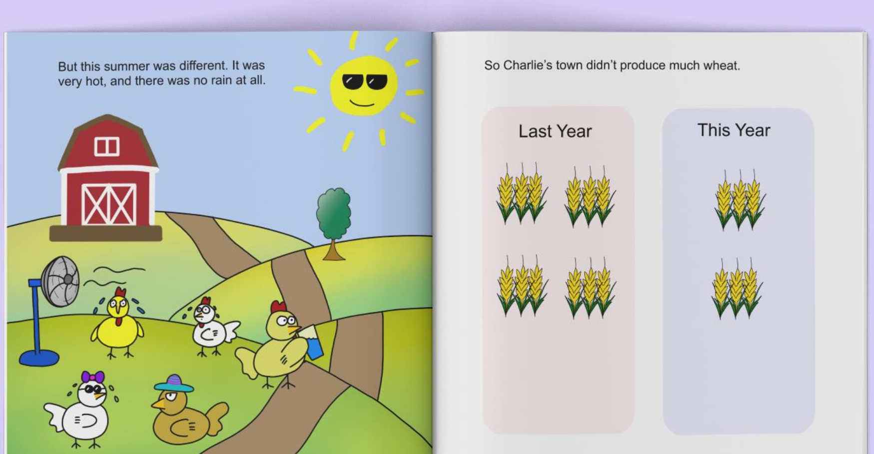
What Is Inflation?



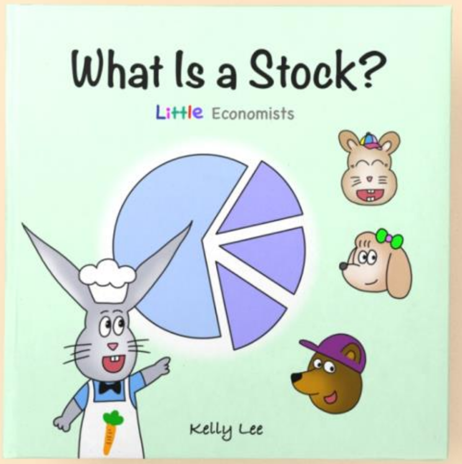
Charlie wants to buy some flour to make cookies for his bakery, so he goes to Alex's Mill. The price of flour went up! What caused it? Should Charlie also change the price of his cookies? How does his customer react to the price change?

KIDS WILL DISCOVER...

- WHAT IS INFLATION?
- WHY PRICES CAN CHANGE OVERTIME.
- EFFECTS OF INFLATION.



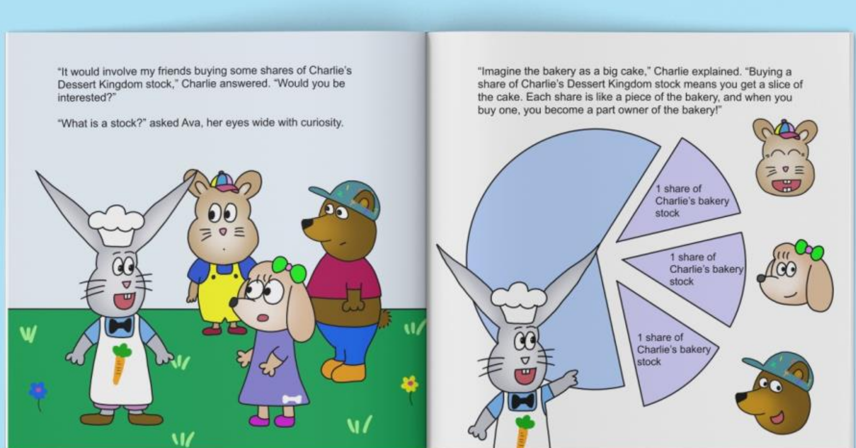
What Is a Stock?



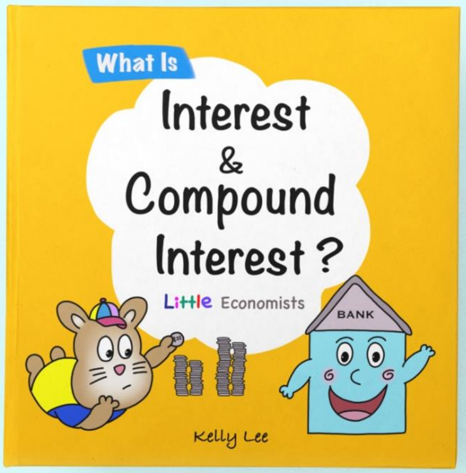
Charlie wants to expand his bakery but needs more money. What should he do? Join him as he introduces his friends to stocks and dividends. This engaging story introduces young children to financial basics in a fun, and accessible way.

THIS SIMPLE BOOK SPARKS FINANCIAL CURIOSITY IN KIDS AS THEY LEARN...

- WHAT IS A **STOCK?**
- INVESTMENTS CAN **INCREASE** OR **DECREASE** IN VALUE
- THE JOY OF **TEAMWORK**



What Is Interest and Compound Interest?

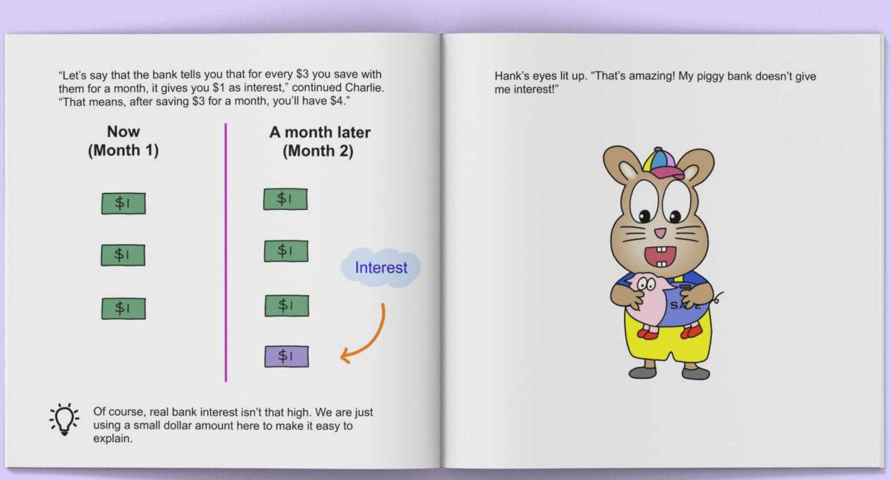


If your child **can count to 10**, they are ready to learn about compound interest. No advanced math skills needed.

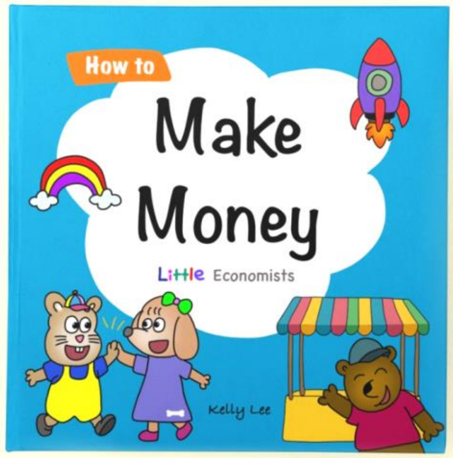
When Hank runs out of room in his piggy bank, he learns there's a smarter way to grow his money. With help from Charlie, Hank discovers the power of interest and even compound interest.

THIS SIMPLE STORY INSPIRES YOUR CHILD TO THINK LIKE AN **INVESTOR**

- UNDERSTAND HOW MONEY CAN **GROW OVER TIME**
- LEARN THE POWER OF **INTEREST AND COMPOUNDING**
- LEARN WHY **PATIENCE** CAN PAY OFF



How to Make Money

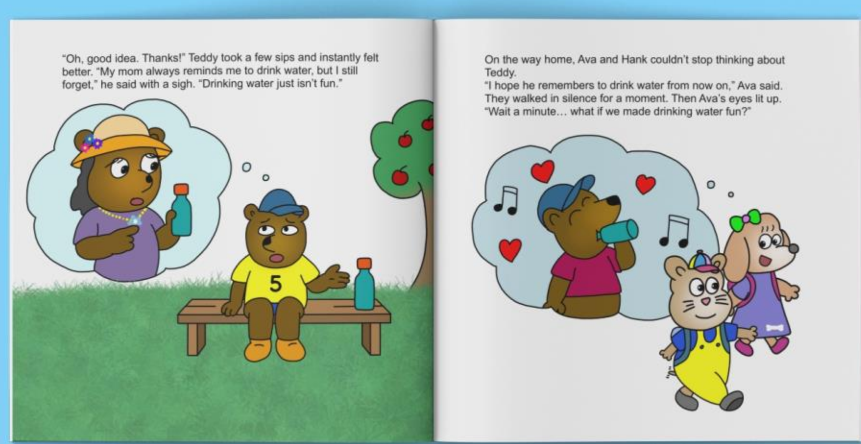


When Teddy gets dizzy from not drinking enough water, Ava and Hank come up with a clever idea that would make drinking water fun!

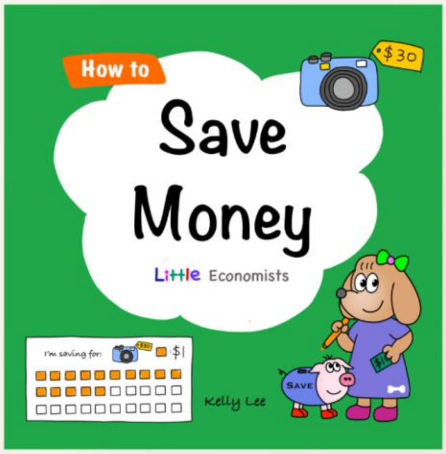
With teamwork and creativity, the friends turn their idea into a mini business. This story teaches kids how making money starts with solving a problem and creating something valuable.

INSPIRES KIDS TO SOLVE PROBLEMS AND MAKE MONEY DOING WHAT THEY LOVE

- TEACHES THE VALUE OF TEAMWORK, CREATIVITY, AND PURPOSE
- SHOWS HOW BEING OBSERVANT CAN LEAD TO GREAT IDEAS
- SPARK A LOVE FOR ENTREPRENEURSHIP



How to Save Money

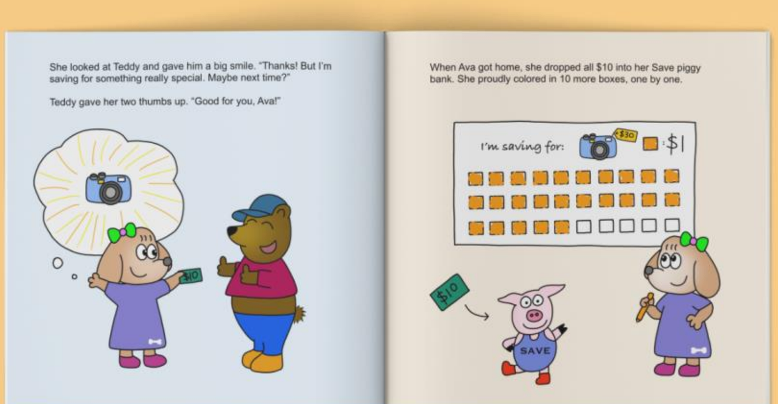


Teach your child one of life's most important skills: saving money.

Through a fun and simple story, kids learn how to set goals, be patient, and make smart choices with money. Saving is the first step toward bigger financial skills like investing and growing money over time.

HELPS KIDS BUILD HEALTHY SAVING HABITS

- HELPS KIDS UNDERSTAND WHY SAVING MATTERS.
- TEACHES KIDS TO THINK BEFORE SPENDING.
- SHOWS HOW SMALL STEPS ADD UP OVER TIME.



*"As a professor who prepares future elementary teachers, **I absolutely love the Little Economists book series.** These books will help students and teachers bring social studies standards to life while meaningfully integrating literacy. They make economic and financial literacy concepts accessible, engaging, and developmentally appropriate for young learners."*
—Dr. Cynthia Tyson, Professor, The Ohio State University

Enthusiastic Praise on Amazon

"The presentation of the ideas is flawless."

"First time we read the book, it intrigued a 30 min conversation about selling cookies and how to make money/save money afterwards."

"My little ones and I loved this book. Another great hit from the author. The explanation of money and what you can do with it is awesome. This is well set for age 3-6, gets kids smart about money."

"My kids love it and want to read it over and over again. I especially like the 3 piggy banks with an emphasis on saving."

"I got this book for my 5 year old grandson and he totally loved it. The book uses simple language and has super cute illustrations. He kept asking me about money after the book and wanting to learn more."

"I would say this is a must but for parents of children of all ages."

"This is the first book in this series I've checked out, and I'm hooked =) the book is colorful, and the concepts are presented in exactly the right way."

"A terrific little story, both well-written and insightful. What a wonderful way to teach children the importance of managing their money and differentiating between want and need. Parents will have a wonderful time reading this to their children."

"This book is clever in that it uses cute images and items that even kids know of and recognize."

"My 7 year old understood everything and can put it in context of what is going on right now with supply chain crisis"

"Explaining supply and demand is no easy task even for high school economics teachers. This book laid out a fantastic example with such depth and clarity."

"It explains supply and demand in a simple story form. I recommend it for early readers."

"This is the sort of thing that I wish they taught in schools, because the earlier that kids understand these valuable concepts, the better!"