

**ANALYSIS OF FINANCIAL STRATEGIES AND COGNITIVE SHIFTS
IN “RICH DAD POOR DAD” BY ROBERT KIYOSAKI**

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Abstract: This research is about wealth management, which is talked about in Robert Kiyosakis book, Rich Dad Poor Dad. The study looks at the difference between what people learn in school and what they need to know about money, which is called Financial IQ. It explains how assets and liabilities work in today's economy. The study also looks at the things that stop people from getting wealthy and shows how to become financially independent by buying assets.

Keywords: Financial IQ, financial literacy, managing money, assets, liabilities.

INTRODUCTION: Nowadays it is very important to know how to handle money. People use money every day. Many of them do not know how to manage it well. Even though people go to school and university they are not taught how to deal with real-life money problems like saving, investing or building wealth. This is why many people have money problems later in life.

Many people follow the path: they study hard get a job and rely on a fixed income. This does not always mean they will be financially stable or successful. This is where learning about money plays a role as it helps people think differently about money and opportunities.

Robert Kiyosakis book, Rich Dad Poor Dad is a popular book that explains these ideas in a simple way. The author shows two ways of thinking about money and how it can affect how much money people have. He talks about powerful ideas like assets, liabilities and making money without working.

The main goal of this article is to look at these money strategies and understand how they can change the way people think about money. It also looks at the difference between what people learn in school and what they need to know about money and why knowing about money is essential in today's world.

Understanding how people think about money. Building wealth perspectives.

Rich Dad

Poor Dad

Rich Dad	Poor Dad
Believes in creating passive income	
Uses money to make more money	

Analyzing six statements between Rich Dad Poor Dad:

-Rich dad and poor dad is about Robert Kiyosaki and his two dads—his real father (poor dad) and the father of his best friend (rich dad) and the ways in which both men shaped his thoughts about money and investing.

-You don't need to earn a high income to be rich.

-Rich people make money work for them.

-One dad recommended, "Study hard so you can find a good company to work for." The other recommended, "Study hard so you can find a good company to buy."

-Although both dads worked hard, I noticed that one dad had a habit of putting his brain to sleep when it came to finances, and the other had a habit of exercising his brain. The long-term result was that one dad grew stronger financially, and the other grew weaker.

-My poor dad would say, "I am not interested in money," or "Money doesn't matter." My rich dad always said, "Money is power,"

Conclusion: To sum up Rich Dad Poor Dad shows that being good with money is not just about how much people earn, but also about how they manage and think about money. The book makes it clear that going to school is not enough to prepare people for money problems. One of the important ideas in the book is the difference between assets and liabilities. Knowing about this can help people make money decisions and build wealth over time. The idea of making money without working also encourages people to look for long-term opportunities of just relying on a monthly salary.

Another key point is that money problems are often connected to how people think. Fear, lack of confidence and wrong ideas about money can stop people from

doing things. By changing the way they think and learning more about money people can overcome these problems. In general this article shows that knowing about money is an important skill in modern life. Learning how to manage money can lead to being more independent and having a more secure future.

References:

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