

ABOUT THE AUTHOR

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AS A YOUNG MAN, Thomas P.J. Crean took over the funeral business his grandfather had founded and quickly saw that major corporations were “rationalizing” the industry by buying out countless funeral homes and keeping up a “family business” façade while sacrificing integrity to shareholder profits.

Crean’s vision is to see the grief-stricken treated fairly and given access to affordable funeral and cemetery services. *It’s Your Funeral* is more than an account of a tireless crusader’s battle for fairness and dignity. It’s a playbook for those who wish to join the fight to end the exploitation of people at the most vulnerable time of their lives.

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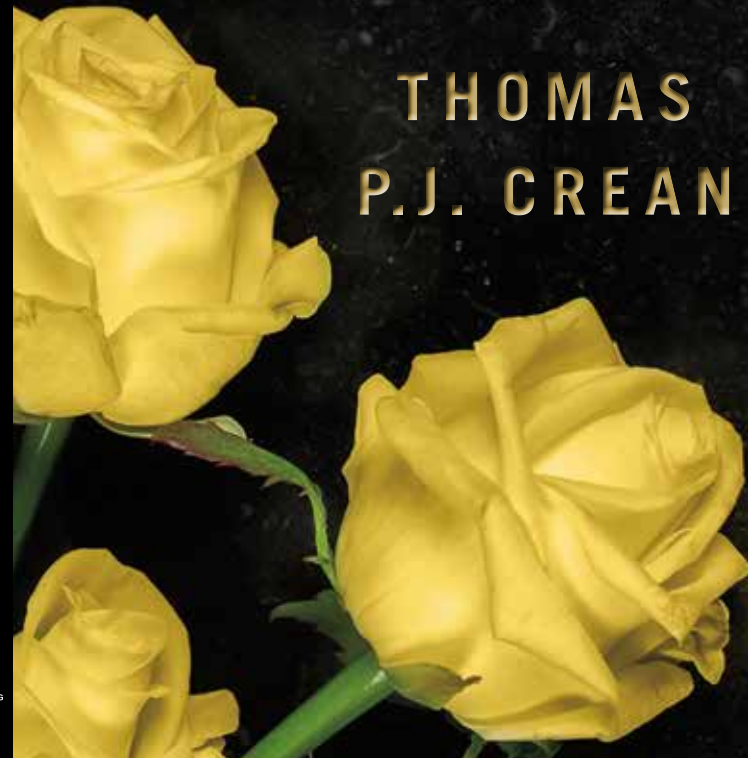
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CREAN
IT'S YOUR FUNERAL

HOW GRIEVING FAMILIES
ARE BEING EXPLOITED—AND
HOW WE CAN STOP IT

IT'S YOUR FUNERAL

THOMAS
P.J. CREAN



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