



Money Brain: How Your Subconscious Mind Can Hijack Your Investment Decisions (Paperback)

By Les Szarka

Magyar Publishing, 2013. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Why don't investors follow the obvious rule of Buy Low, Sell High? How can so many investors be wrong at the same time? Why are even experts and professional investors prone to being wrong? The simple answer may be in our heads. In his book, Les Szarka reveals why in stressful times, our subconscious can hijack our investment decisions-leaving us wondering, What in the world was I thinking? Using engaging anecdotes, Money Brain walks us through the fascinating world of the investor's subconscious mind, and how we can fall victim to its many traps. Szarka explains how our dual system mind can often lead us to make decisions that may feel good at the time, but later prove disastrous. Learning to control the delicate dance between our mind's two conflicting forces, may ultimately determine an individual investor's success or failure. Using his 30-plus years of experience, Szarka offers some simple and effective techniques that investors can immediately put to use to help overcome making impulsive and irrational decisions.



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Reviews

This book is definitely worth acquiring. I have gone through and so I am certain that I will likely read through again in the future. It's been printed in an exceptionally basic way in fact it is only after I finished reading this publication in which it actually altered me, changing the way in my opinion.

-- Andres Bashirian

Comprehensive guide for publication fanatics. This really is for all who state there had not been a well worth reading through. I discovered this ebook from my dad and I encouraged this book to find out.

-- Lacy Goldner