

[PDF] Snap Judgment: When To Trust Your Instincts, When To Ignore Them, And How To Avoid Making Big Mistakes With Your Money

David E. Adler - pdf download free book

Books Details:

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Description:

From Publishers Weekly Adler (co-editor of *Understanding American Economic Decline*), a behavioral finance expert, explores the psychology of how we make financial decisions and argues that when it comes to investing, our intuition might lead us astray. The author surveys the mechanics of decision making in a variety of arenas—gambling, sports, health care and credit card selection—and homes in on the advanced analytical techniques used by sophisticated investors. He provides psychological profiles of Wall Street CEOs and surveys the current crisis with an optimistic

bent—providing strategies for investors and businesspeople to escape their evolutionary propensity for snap judgments and become more cautious where their money is concerned. Adler's argument is illuminating and reveals that, when it comes to investing, we should always have second thoughts about our first impressions. (*July*)

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About the Author

DAVID E. ADLER is the producer of the forthcoming PBS NOVA documentary on behavioral finance and is a contributing high-net-worth writer for *Financial Planning* magazine, the leading industry magazine for financial planners. He is coeditor of the anthology *Understanding American Economic Decline* (Cambridge University Press). Adler has written for *Barron's*, *Institutional Investor*, *Psychology Today*, and *The New Republic*. He was recently awarded a grant by the CFA Institute Research Foundation to conduct a study of tax awareness in investment decision-making by wealth managers. Educated at Oxford University and Columbia University, he holds an M.A. in economics from Columbia.

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