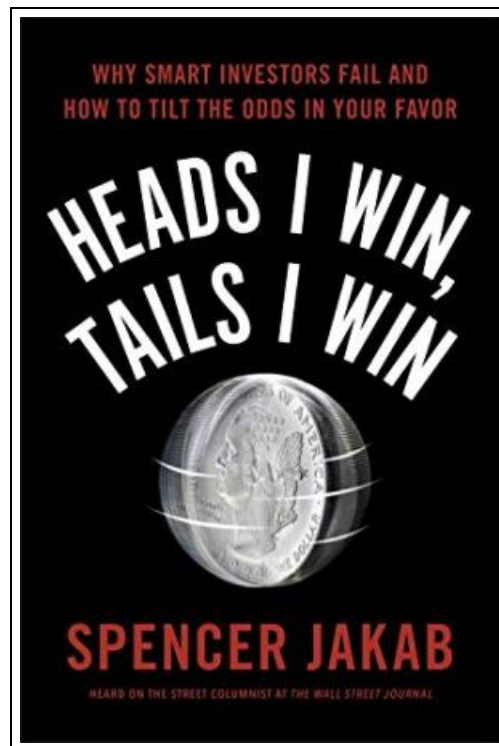# Heads I Win, Tails I Win: Why Smart Investors Fail and How to Tilt the Odds in Your Favor (Hardback)

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Reviews

Thorough guideline! Its this type of good read. It is really simplistic but shocks from the 50 percent from the publication. It is extremely difficult to leave it before concluding, once you begin to read the book.

(Sallie Wiegand)

HEADS I WIN, TAILS I WIN: WHY SMART INVESTORS FAIL AND HOW TO TILT THE ODDS IN YOUR FAVOR (HARDBACK)

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Penguin Putnam Inc, United States, 2016. Hardback. Book Condition: New. 231 x 155 mm. Language: English . Brand New Book. The Wall Street Journal s investing columnist explains why you re deluded about your personal investing returns. Garrison Keillor described Lake Wobegon as the town where all the children are above average. Now Spencer Jakab introduces us to Lake Moneybegone, where all the women are wise, all the men are hard-working, and all the investors are below average. It s a big place--almost everyone from teachers to doctors to bankers and even most fund managers live here. Since leaving his job as a top-rated stock analyst to become an investing columnist, Jakab has watched his readers make the same bad decisions again and again. Jakab looks at all the typical advice, from the clearly risky to the seemingly safe, to show you how various strategies are undermining even the most savvy investor s returns. The paths that lead to a seven figure nest egg are surprisingly few, but he reveals reliable strategies that can multiply a typical retirement saver s nest egg fourfold or more. Jakab combines wise storytelling with a knack for doing the math on complicated ideas to explain why you shouldn t buy Apple, or care about tomorrow s big IPO, or even try to act on the belief that a recession is around the corner. He also explains why you should never trust a World Cup predicting octopus, and why you shouldn t invest in companies with an X or Z in their names--information more useful than it sounds, and every bit as fun. His core audience? Readers who fall somewhere in the gap between 401(k)s for Dummies and Advanced Microeconomics. Whatever your level of expertise, though, a tour of Jakab s Lake Moneybegone will be...

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