Why Smart People Make Big Money Mistakes And How To Correct Them Lessons From The New Science Of Behavioral Economics Gary Belsky

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Why Smart People Make Big Money Mistakes And How To ...
Thomas Gilovich is a professor of psychology at Cornell University and author of The Wisest One in the Room (with Lee Ross), How We Know What Isn’t So, Why Smart People Make Big Money Mistakes, and Social Psychology. He lives in Ithaca, New York.

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In Why Smart People Make Big Money Mistakes , Belsky and Gilovich update this pioneering work and show readers how to understand exactly why they invest, spend, and save as they do. More importantly, using examples that everyone can identify with and language that anyone can understand, the authors offer dozens of workable suggestions that can help readers manage their money better.

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Why Smart People Make Big Money Mistakes And How To Correct Them can be classified as (mainly) Kahneman and Tversky's research applied to personal finance. Ironically, this is what many people picked up Thinking, Fast and Slow hoping it would be. Way more approachable with sharp writing, this is a great book.

Why Smart People Make Big Money Mistakes And How To ...
A Deeper Look At Why Smart People Make Big Money Mistakes. Chapter 1: Not All Dollars Are Created Equal The book opens with one of the biggest psychological traps that people fall into – the idea that dollars aren’t created equal and that there are times where they treat a dollar with more value than at other times.

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Why Smart People Make Big Money Mistakes--And How to Correct Them: Lessons from the New Science of Behavioral Economics (Hardcover) Published January 5th 1999 by Simon & Schuster

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