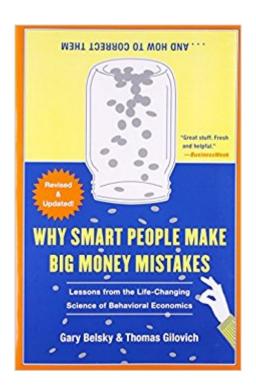


The book was found

Why Smart People Make Big Money Mistakes And How To Correct Them: Lessons From The Life-Changing Science Of Behavioral Economics





Synopsis

Protect and grow your finances with help from this definitive and practical guide to behavioral economicsâ "revised and updated to reflect new economic realities. In their fascinating investigation of the ways we handle money, Gary Belsky and Thomas Gilovich reveal the psychological forcesâ "the patterns of thinking and decision makingâ "behind seemingly irrational behavior. They explain why so many otherwise savvy people make foolish financial choices: why investors are too quick to sell winning stocks and too slow to sell losing shares, why home sellers leave money on the table and home buyers donâ ™t get the biggest bang for their buck, why borrowers pay too much credit card interest and savers canâ ™t sock away as much as theyâ ™d like, and why so many of us canâ ™t control our spending. Focusing on the decisions we make every day, Belsky and Gilovich provide invaluable guidance for avoiding the financial faux pas that can cost thousands of dollars each year. Filled with fresh insight; practical advice; and lively, illustrative anecdotes, this book gives you the tools you need to harness the powerful science of behavioral economics in any financial environment.

Book Information

Paperback: 288 pages

Publisher: Simon & Schuster (January 12, 2010)

Language: English

ISBN-10: 1439163367

ISBN-13: 978-1439163368

Product Dimensions: 5.5 x 0.7 x 8.4 inches

Shipping Weight: 8.8 ounces (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars 34 customer reviews

Best Sellers Rank: #78,495 in Books (See Top 100 in Books) #182 in Books > Business & Money

> Personal Finance > Budgeting & Money Management #262 in Books > Business & Money >

Investing > Introduction #480 in Books > Business & Money > Accounting

Customer Reviews

"A terrific introduction to the emerging science of behavioral finance." -- Money magazine "Great stuff. Fresh and helpful." -- Business Week "This very helpful book is aimed at the novice and the expert, and you come away from it somewhat chastened by your own financial mistakes, but hopeful that you might learn a thing or two about holding onto your hard-earned cash. The authors don't offer simplistic solutions, but hard facts and sound advice." -- Robert J. Hughes, Smart Money

Gary Belsky is editor in chief of ESPN The Magazine, where he has worked since 1998. The author of several books, he lectures frequently on the psychology of decision-making to business and consumer groups around the world. From 1994 through 1998, Belsky was a regular commentator on CNNâ ™s Your Money and a frequent contributor to Good Morning America, CBS This Morning, Crossfire and Oprah; he continues to appear on local and national radio and TV, commenting on sports, economics, business and personal finance. A St. Louis native, Belsky graduated from the University of Missouri in that city in 1983 with a BA in speech communication and political science. Before joining ESPN he was a writer at Money magazine and a reporter for Crainâ ™s New York Business and the St. Louis Business Journal. In 1990, Belsky won the Gerald Loeb Award for Distinguished Business and Financial Journalism, administered by The Anderson School at UCLA. Belsky, who lives in Manhattan, serves on the board of directors of Urban Pathways, one of New York Cityâ ™s largest providers of services to the homeless and mentally ill; as well as the New York Neo-Futurists, an East Village theater company. 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 Isnâ ™t So, Why Smart People Make Big Money Mistakes, and Social Psychology. He lives in Ithaca, New York.

Belsky and Gilovich wrote a nice, well-structured and entertaining survey of the "new" science of behavioral economics and finance. This small book should be more particularly of interest for beginners in this field who are looking for something easy to grasp without too much scientific jargon. Short stories and anecdotes nicely complement the more academic parts. Major studies / papers are explained and mentioned, so even more advanced researchers should also benefit from this reading. Overall, I give it a four star rating. Books by James Montier on this topic would be my first recommendation.

This book discussed the ways we react when we make decisions. I like some of the advice they provide in how to stop ourselves from doing dumb stuff.

great book

Behavioral economics is a wonderful knowledge and vertical in the economics studies. This books helps you to implement some of these techniques in your daily personal finance decisions.

The title says all that needs to be said, but if you must have more...They go into great detail about how we all fail due to our human traits and best yet, give you the tools to recognize it to stop it!

What a book! Now, if you have an overly sensitive ego, this book may make you a little uneasy. However, if you truely want some honest insights into why very intelligent people can make some huge mistakes, then read this book. In some places the reading is a little tedious. However, the examples given and the corrective measures talked about to avoid mistakes have a lot of merit. I'm very thankful that I took a chance on this book. Personally, I think it is a very good and very insightful book.

Very useful by pointing out the psychological pitfalls that any person can fall into when investing

Fantastic insights on how behavioral economics profoundly affects not only your own finances, but the overall economy. Highly recommend for anyone interested in personal finance.

Download to continue reading...

Why Smart People Make Big Money Mistakes and How to Correct Them: Lessons from the Life-Changing Science of Behavioral Economics Why Do Little Fat Ladies Beat Me At Golf: How to Easily Correct Common Mistakes Golfers Make Common English Mistakes Explained With Examples: Over 300 Mistakes Almost Students Make and How To Avoid Them In Less Than 5 Minutes A Day (Book 2) Common English Mistakes Explained With Examples: Over 600 Mistakes Almost Students Make and How To Avoid Them In Less Than 5 Minutes A Day Fiverr-Best Gigs to Make Money on Fiverr With Proven Money Making Gigs And Ways for Making Money That Work (Fiverr.com Books, Make Money With Fiverr Gigs, Ideas, Tips, SEO Book 1) How to Make Money Online: Learn how to make money from home with my step-by-step plan to build a \$5000 per month passive income website portfolio (of ... each) (THE MAKE MONEY FROM HOME LIONS CLUB) HOW TO MAKE MONEY ONLINE: Learn how to make money from home with my step-by-step plan to build a \$5000 per month passive income website portfolio (of 10 ... each) (THE MAKE MONEY FROM HOME LIONS CLUB) Smart Girls, Smart Choices: Avoiding the 10 Biggest Mistakes Young Women Make Personal Finance: Budgeting and Saving Money (FREE Bonuses Included) (Finance, Personal Finance, Budget, Budgeting, Budgeting Money, Save Money, Saving Money, Money) So Your Mama Loves It, But Is It Ready for the Big Time? The 10 Most Common Mistakes Screenwriters Make (And How You Can Avoid Them) Little League Baseball Guide to Correcting

the 25 Most Common Mistakes: Recognizing and Repairing the Mistakes Young Players Make Flavored Butters: How to Make Them, Shape Them, and Use Them as Spreads, Toppings, and Sauces (50 Series) Behavioral Game Theory: Experiments in Strategic Interaction (The Roundtable Series in Behavioral Economics) Study Guide for The Economics of Money, Banking, and Financial Markets and The Economics of Money, Banking, and Financial Markets Business School Edition Making Money at Home: Methods to Make Money with Drawing Portraits: How I Made More than \$50,000 Selling Art Online and Offline (Ways to Make Money with Art, Selling Drawings) Why Photographs Work: 52 Great Images Who Made Them, What Makes Them Special and Why The 10 Big Mistakes People Make When They Learn To Tango Smart Money Smart Kids: Raising the Next Generation to Win with Money The 10 Stupidest Mistakes Men Make When Facing Divorce: And How to Avoid Them 101 Mistakes All Golfers Make (and how to fix them)

Contact Us

DMCA

Privacy

FAQ & Help