



Markets Never Forget (But People Do): How Your Memory Is Costing You Money and Why This Time Isn't Different

By Ken Fisher

BRILLIANCE AUDIO, 2015. CD-Audio. Condition: New. Unabridged. Language: English . Brand New. Why do so many investors make the same mistakes repeatedly -- being too bullish or too bearish at just the wrong times? Because they forget. Forgetting pain is an instinct -- humans have evolved that way to better cope with the problems of survival. But for the complex and often counterintuitive world of investing, it causes serious errors. This time it's different are the four most expensive words in the English language (according to investing legend Sir John Templeton). Yet many investors routinely fall into the trap of thinking now (whenever now is) is different somehow. In *Markets Never Forget (But People Do): How Your Memory Is Costing You Money -- and Why This Time Isn't Different*, four-time New York Times bestselling author Ken Fisher shows readers how their memories play (often costly) tricks on them--and how they can combat their faulty memories with just a bit of history. This isn't to say history repeats itself perfectly. It doesn't -- but a recession is a recession. Some are vastly worse than others -- but investors have lived through them before. Credit crises aren't...



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Reviews

This book is definitely not straightforward to get started on studying but extremely exciting to read. It is really simplistic but shocks in the 50 percent of the ebook. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- Ally Reichel

This publication is amazing. It is definitely basic but shocks in the fifty percent of your publication. You won't feel monotony at anytime of your own time (that's what catalogues are for concerning if you question me).

-- Prof. Kirk Cruickshank DDS