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Sommario/riassunto	Rewire your brain for investing success As an investment advisor to high net worth individuals, Wai-Yee Chen has spent years watching her clients make investment decisions-some good decisions and some not-so-good decisions. Though confronted by the same market variables, those clients often make very different choices with very different results. Here, Chen argues that it's usually not the data that affects investor decision-making as much as the way investors themselves think. In NeuroInvesting, Chen argues that investors can change the way they think in order to change the way they invest. S

