

1. Record Nr.	UNINA9910150225203321
Autore	Knott Paul
Titolo	Ouch! : what you don't know about money and why it matters (more than you think) // Paul Knott
Pubbl/distr/stampa	Harlow, England : , : Pearson, , [2012] Â©2012
ISBN	0-13-352707-7 0-273-78876-0
Edizione	[1st ed.]
Descrizione fisica	1 online resource (252 pages) : illustrations, graphs
Disciplina	332.0412
Soggetti	Money market
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Cover -- Ouch! -- Contents -- About the author -- Publisher's acknowledgements -- Author's acknowledgements -- Introduction -- Show me the money - Its origins and how it works -- Money, that's what I want -- Prehistoric transactions -- Origin of faeces -- The ultimate confidence trick -- Empty promises -- How fictional money is created -- The most powerful force in the universe -- Taking advantage -- The stupidity tax -- Chequebook vandalism -- Paralytically incorrect - Wake up to your reality -- Paralytically incorrect -- Follow the white rabbit -- For richer, for poorer -- De-railing the gravy train -- A bit of a kerfuffle -- Fighting instincts - Understanding human behaviour and risk -- Fight, flight and blight -- 'Oops!' inside your head -- The curious case of Phineas Gage -- PETs 'r' Us -- The paradox -- Abdication of responsibility -- Baaaaaaaa -- Probability vs. uncertainty -- Out of control -- Risk it, for a biscuit -- Predictable and irrational? -- Ignore everyone - Stop the press and join the noise abatement society -- Porky pies -- Why 97 per cent are wrong -- Jaw on the floor -- Sponge me down -- Manufacturing consent -- Vested interest -- Analyse this -- Illusion of knowledge -- Seven deadly sins -- Exceptions to the rule -- Rub my crystal ball - The dismal science partially demystified -- Rhyme on time -- Three house rules -- How much? -- Generational Dynamics -- Dr Doom and the law of consequences -- The orgy -- Smack my bitch up -- Morton's Fork --

Market DNA - Understanding how the market operates -- Fancy a coffee? -- Meet the sentiments -- Smart money vs. dumb money -- It's been emotional -- Beauty contest -- Time horizons -- Asset allocation -- Dividend and conquer -- Rip off -- What's eating you? -- Like sheep to the slaughter -- The Chartist movement -- Voodoo monthanomics? -- Closing the donut -- The peasants are revolting. Enter the dojo - Foible combat - retraining your brain -- Stop fibbing -- Me, myself and I -- Can't be arsed finds the Holy Grail? -- Brain rewiring -- Fight club -- Who ate my mammoth? - Avoiding extinction and riding the money tides -- Barking mad -- Metal guru -- Money tides -- Weighing the anchor -- Thrown in the stocks -- From peer to eternity -- Tripwires et al. -- Random kindness -- Appendix: Schemes -- A dollop of source -- Index.

Sommario/riassunto

It's time to wake up or get wiped out. We live in a world dominated by a system that most of us aren't aware of, never mind understand. When it comes to money and how it really works, most of us are too busy, too bored or too bewildered to think about it, despite being at the sharp end of the consequences. We simply don't recognise the game that is being played out in front of us. Well check your pockets; you're in for a nasty shock. OUCH! is your entertaining answer to financial fear, ignorance or confusion. Quintessentially irreverent but with a deadly serious message - ultimately it tells you how to protect your hard earned cash and save yourself from financial meltdown. You can't afford to ignore it.
