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Nota di contenuto	Bullish Thinking: The Advisor's Guide to Surviving and Thriving on Wall Street; Contents; Preface; Acknowledgments; About the Authors; Introduction; Chapter 1: The Hard Issues on Your Desk; The Reality of Life on the Street-and in the Office; An Action-Oriented Solution: Introducing Bullish Thinking; Chapter 2: Emotional Issues; Are You a Perfectionist?; Using the Anchor Technique Successfully; Curing Negative Behavior with Bullish Thinking; A Wall Street Tragedy: The Story of Ned; What You Can Do Now; Chapter 3: Bullish Thinking; The Continuing Saga of Ned: Helping Him Get Back on the Bull! What Are the Consequences? Ned Uses Bullish Thoughts; How Will Ned's Quality of Life Improve?; Bullish Thinking Case in Point; "Irrational Exuberance"; Use Bullish Thinking as Your Personal Check-and-Balance System; Chapter 4: Mirror, Mirror on the Wall; Who Are You?; You're Happy...Now What's the Problem?; You're Afraid...Who Isn't?; Rookies:

Can You Stick Around for a Year?; Rookies Can Do a 180-Degree Turn; Are Wealth Managers Immune from Stress?; Chapter 5: Plight of the Wholesaler; Can't We All Just Get Along?; This Job Ain't So Easy; Personal Challenges: The Sales Monkey on Your Back  
Wholesaler Personality Types Understanding the Personality Types of Advisors; Chapter 6: Do You Know Your Mindset?; "I Don't Disagree with You"; Mindset: The Decision-Maker/Problem-Solver; Mindset: The Catalyst; Mindset: The Voice of Reason; Mindset: The Contrarian; Mindset: The Perfectionist/Facts and Details; Do It for Your Clients; Can You Really Change or Adapt Your Mindset?; Chapter 7: The 10 Investor Styles; Rationale for Understanding Investor Types and Profiles; Characteristics of the 10 Investor Profiles; How You Interact with Your Investors' Profiles  
The Top Do's and Don'ts of Working with Specific Investor Profiles  
Summary; Chapter 8: Getting What You Want and Need from Others; Burnout: The Beast Within; How to Be Heard: The H.A.R.D. - E Technique; So How Do You Begin?; Working Together over the Long Haul; Chapter 9: Family Therapy for Advisors; What Is Anger, and What Provokes You?; Channeling the Anger and Rage; How to Channel a Crisis into Productivity; How to Ask for Help; Teams are Families, Too; Chapter 10: Gender Challenges on the Street; Challenges Being the Female Advisor; Sexual Harassment: Real or Just Hypersensitivity? Emotion at Work and Home Survival Skills in the Wall Street Jungle; Survival Skills Outside the Office; Seeking Treatment: Don't Let Your Emotions Stop You; Don't Mess With Me; I'm Organized, Ready, and In Control: Case Study; Chapter 11: You Are Not Alone; You Feelings Are Real; But Your Thoughts are Deceiving You; The Darkest Place; Mental Disorders Rear Their Head; Case Study: Dennis; Case Study: Daniel; The Last Word...The First Step; Appendix A: Dr. Alden Cass's Landmark Research Study; Introduction; Method; Results; Discussion; References; Appendix B: Bad Medicine for Wall Street  
Abstract

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## Sommario/riassunto

Bullish Thinking is packed with hard-hitting true stories of financial professionals who have faced the many job stressors that fill this competitive industry. In it, you'll learn how to identify particular problems and initiate the process of getting help, all while reading in-depth case studies and extensive examples that exemplify the obstacles you may face. Throughout the book, the authors take the time to introduce you to action-oriented approaches that will help you survive and thrive during even the toughest times.

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