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Titolo	The little book of market myths : how to profit by avoiding the investing mistakes everyone else makes / / Ken Fisher and Lara Hoffmans
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Nota di contenuto	Preface -- Bonds are safer than stocks -- Asset allocation short-cuts -- Volatility and only volatility -- More volatile than ever -- Notes -- Acknowledgments -- About the authors.
Sommario/riassunto	Expose the truth about common investing myths and misconceptions and shows you how the truth shall set you free-to reap greater long-term and short-term gains Everybody knows that a strong dollar equals a strong economy, bonds are safer than stocks, gold is a safe investment and that high PEs signal high risk...right? While such ""common-sense"" rules of thumb may work for a time as investment strategies, as New York Times and Wall Street Journal bestselling author, Ken Fisher, vividly demonstrates in this wise, informative, wholly entertaining new book, they'll always