

1. Record Nr.	UNINA9910974302703321
Autore	Fisher Kenneth L
Titolo	The little book of market myths : how to profit by avoiding the investing mistakes everyone else makes / / Ken Fisher and Lara Hoffmans
Pubbl/distr/stampa	Hoboken, : Wiley, 2013
ISBN	9781118445006 1118445007 9781283960540 1283960540 9781118445020 1118445023
Descrizione fisica	1 online resource (222 p.)
Collana	Little book big profits series
Altri autori (Persone)	HoffmansLara
Disciplina	332.642
Soggetti	Investments Investments - Decision making Securities Portfolio management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
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	Exposes 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