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Nota di contenuto	NeuroInvesting: Build a New Investing Brain; Contents; Foreword; Preface; Acknowledgments; About the Author; Part I Being at Ease; Chapter 1 Money and Me; My Money Personality; Genotype and Nurture; The Money Culture; Environment and the Times We Live In; Experiences Play a Role in Our Money Personality; The Big Five Personality Traits; Money and Me; Notes; Part II The Tension Caused by Impulsiveness; Chapter 2 Thrills, Ego, and Impulse: Is It Bad? Is It Me?; What Is Impulsiveness?; Is Impulsiveness Bad?; What Else Can Go Wrong with Impulsiveness?; What about Impulse? Chapter 9 Expressions of Instincts: Are Your Instincts Undervalued?
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
