YOUR MONEY YOUR BRAIN



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1. The brain activity of a person that s making money on their investments is indistinguishable from a person who is high on cocaine or morphine. According to Zweig, the brain of a cocaine addict who is expecting to get a fix and people who are expecting to make a profitable financial gamble are virtually the same.

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Your Money and Your Brain by Jason Zweig Goodreads

This book, Your Money & Your Brain is subtitled How the New Science of Neuroeconomics Can Help Make You Rich. Perhaps a bit overhyped there, but the book does make a lot of points that if you can somehow bypass human nature you can avoid the things that cost investors money.

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In Your Money and Your Brain, Jason Zweig explains why smart people make stupid financial decisions and what they can do to avoid these mistakes. Zweig, a veteran financial journalist, draws on the latest research in neuroeconomics, a fascinating new discipline that combines psychology, neuroscience, and economics to better understand financial decision making.

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Your Money & Your Brain Posted August 7, 2016 by Michael Batnick The first investing book I ever read was The Intelligent Investor, the one that is updated with Jason Zweig s commentary.

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Your Money and Your Brain Summary Jason Zweig

In this getAbstract summary, you will learn: How research into the workings of the brain can help you become a wiser investor; and How emotions can help you make money in the market.

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Your Money And Your Brain Book Review

I finally got around to reading Jason Zweig s widely acclaimed book Your Money and Your Brain last week while on holiday up north. The book is mainly about human psychology and how it affects your emotions when it comes to money.

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Jason Zweig Money Magazine Your money and your brain

(Money Magazine) -- For most purposes in daily life, your brain is a superbly functioning machine, steering you away from danger while guiding you toward basic rewards like food, shelter and love.

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04 September money magazine@35|1972-2007 illustration by daniel bejar photograph by money magazine@35|1972-2007 Month Your MoneY and Your Brain b o o k e x c e r p t by jason zweig Humankind evolved to seek rewards and avoid risks, but not to invest wisely. To do that, you ll have to outwit your impulses especially the greedy and fearful ones.

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