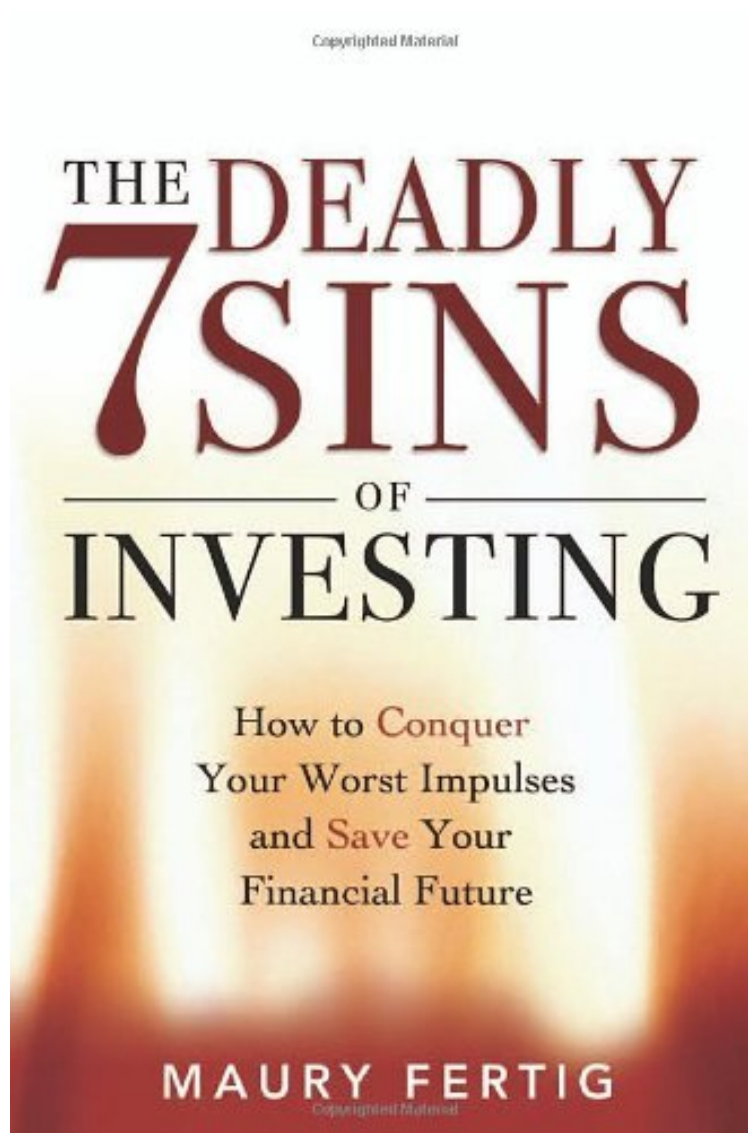


[Mobile pdf] The Seven Deadly Sins of Investing: How to Conquer Your Worst Impulses and Save Your Financial Future

The Seven Deadly Sins of Investing: How to Conquer Your Worst Impulses and Save Your Financial Future

Maury Fertig

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Maury Fertig : The Seven Deadly Sins of Investing: How to Conquer Your Worst Impulses and Save Your Financial Future before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Seven Deadly Sins of Investing: How to Conquer Your Worst Impulses and Save Your Financial Future:

8 of 8 people found the following review helpful. Critically Important Book for Investors By L. Mason This is an unusual book on investing, as it provides neither advice on investing nor investment strategies. Instead it focuses

solely on explaining the negative impact of specific investor emotional traits on investment performance. It is written in an easy-to-understand, friendly, conversational style. Specifically, Fertig covers seven psychological factors that result in causing investors to perform poorly. These factors include: envy, pride, lust, greed, anger, gluttony and sloth. He covers these topics one at a time, and includes interesting personal stories and examples that clearly illustrate his key points. From my own investment experience spanning 49 years, I can attest to the critical importance of keeping your emotional behavior and psychological weaknesses in check, otherwise investment results suffer. Too many investors buy at the top and sell at the bottom, because they were never strong enough to overcome their weaknesses. Hopefully, by reading this enjoyable book and thinking about their own situations and need for discipline, and taking corrective ACTION, the reader will improve his/her investment performance. We live in an age of instant gratification, instant messaging, and an overabundance of stock market commentary from the TV talking heads and media outlets. All this extraneous information (not knowledge) negatively impacts investors thought processes. Investing is not a game and should be considered a place to have fun. Investors need to get control of their internal weaknesses and realize what factors need to be overcome to be successful. This book fills that need very well. Along with books on charting and stock market strategies, this book is part of the trilogy of books that potential investors need to read to become successful.

1 of 1 people found the following review helpful. Emotions can be destructive to our investment success. By Mariusz Skonieczny It is relatively easy to make money in the financial market in the long term, but our emotions take over and hinder this from happening. The author says that we are more vulnerable to the seven deadly sins (envy, vanity or pride, lust, avarice or greed, anger or wrath, gluttony, and sloth) in the world of investing that we are anywhere else in our lives. No one is perfect and we are all affected by our destructive emotional urges. Even professional investors are guilty of that. They may be skilled at managing huge investment for others but become unskilled when it comes to their own portfolios. After reading this book, readers become more aware of their own emotions. This awareness can definitely make one a more disciplined investor. Get control over your emotions by reading this book.

- Mariusz Skonieczny, author of Why Are We So Clueless about the Stock Market? Learn how to invest your money, how to pick stocks, and how to make money in the stock market

5 of 5 people found the following review helpful. We are our own worst enemy. By Eva Sawicka Making money in the stock market would be a lot easier if we did not succumb to the whim of our emotions. In order to beat the stock market, you must assess your weaknesses and overcome these emotional traps: envy, pride, lust, avarice, anger, gluttony, and laziness. The author explains how all of us are sinners, but some of us can be saved. Simply saying that you will avoid making these mistakes is easy but doing so when under the pressure that the market inflicts is much more difficult. Every trader needs to go through the list of emotional breakdowns above and think about how they react to these emotions. Write down the mistakes you make because of fear or greed. Think about times when you have been reckless in your trading and write down a plan to overcome them. Before you make another trade, create a plan to overcome the seven deadly sins of trading. Doing so will do more to your profit than anything else you can do.

During his successful 17-year career at Salomon Brothers, Maury Fertig witnessed many smart people making very bad investment decisions - all because they let their emotions influence their judgment. He realised that whether the result of ego, competitiveness, or just plain laziness, the behaviors that warp people's ability to invest wisely are rooted in seven common and recognisable human weaknesses. In "The Seven Deadly Sins of Investing", Fertig has created an investing philosophy (and several practical and powerful strategies) to help absolve "sinners" of their financial transgressions.

Humberto Cruz, nationally syndicated personal finance columnist: "Fertig does a pretty thorough and entertaining job of identifying and illustrating typical investor mistakes and suggesting ways to avoid them...I particularly recommend the book to anybody who thinks picking stocks is child's play or who feels tempted to chase after the next investment fad." "by focusing on the seven deadly sins, Mr. Fertig has provided a checklist of what not to do when it comes to investing. And anything that may keep you from losing money is a good thing indeed." -New York Times "Mr. Fertig has provided a checklist of what not to do when it comes to investing... a good thing indeed." -New York Times

About the Author Maury Fertig (Northbrook, IL) is the founder of Relative Value Partners, a registered investment advisor, where he applies the strategies in this book with a wide range of clients. He was previously Managing Director for Corporate Bond Sales in the Midwest and Southwest for Salomon Smith Barney/Citigroup.