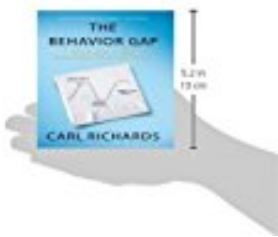


[PDF] The Behavior Gap: Simple Ways To Stop Doing Dumb Things With Money (Your Coach In A Box)

Author, Carl Richards - pdf download free book



Books Details:

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Description:

Review "Carl has a wicked way with a Sharpie."
(-Barry Ritholtz)

"Carl Richards is the anti-Jim Cramer. He doesn't pick stocks, and he doesn't shout. In wise, calm style, *The Behavior Gap* teaches us how to rein in the emotional saboteur within us-the voice that leads us to double-down when the market is peaking and to make a panicky exit when stocks are a bargain. Richards shows us that, when it comes to our financial security, slow and steady wins the race."

(-Dan Heath, coauthor of *Made to Stick* and *Switch*)

"Ah, clarity! Carl Richards can see the mistakes that humans-being human- make again and again with money. Then with humor and an I've-been-there nudge he sets them on the right course."

(-Jean Chatzky, author of *Pay It Down*)

"*The Behavior Gap* throws light on an important question: How can we think more clearly about money and its role in a happy life? Carl Richards shows how to shape our behavior to invest, save, and spend to foster greater happiness."

(-Gretchen Rubin, author of *The Happiness Project*)

"Who says common sense is common? Smart, tactical, practical advice for anyone who has done dumb things with their money."

(-Seth Godin, author of *We Are All Weird*)

"Carl Richards's deceptively simple sketches in *The Behavior Gap* will make you laugh, change your relationship with money, and leave you the wealthier for it. This one is bound to be a classic!"

(-William Bernstein, author of *A Splendid Exchange* and *The Investor's*)

"Carl has a knack for showing-gently and with charts!-that when it comes to money, most of us are idiots. Carl prods us to master money, rather than letting it master us."

(-Laura Vanderkam, author of *All the Money in the World*)

"A brilliant guide to the ways we often trick ourselves into staying poor. Read this before you make your next financial decision."

(-Zac Bissonnette, author of *Debt-Free U*)

"If a picture is worth a thousand words, Carl's sketches could change a life! He captures the essence of life and money."

(-Marty Kurtz, president of the Financial Planning Association) --This text refers to an out of print or unavailable edition of this title.

About the Author Carl Richards is the director of investor education at BAM Advisor Services, a community of independent advisors. He contributes to the Bucks blog at The New York Times and is a columnist for Morningstar Advisor. Richards appears regularly on National Public Radio's Marketplace Money, and is a frequent keynote speaker at financial planning conferences and visual learning events. You can find more of his work at BehaviorGap.com. He lives in Park City, Utah, with his family.
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