

Debunkery: Learn It, Do It, and Profit from It-Seeing Through Wall Street's Money-Killing Myths

Kenneth L. Fisher

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Legendary money manager Ken Fisher outlines the most common—and costly—mistakes investors make.

- Small cap stocks are best for all time. Bunk!
- A trade deficit is bad for markets. Bunk!
- Stocks can't rise on high unemployment. Bunk!

Many investors think they are safest following widely accepted Wall Street wisdom—but much of Wall Street wisdom isn't so wise. In fact, it can be costly bunk.

In *Debunkery: Learn It, Do It, and Profit From It—Seeing Through Wall Street's Money-Killing Myths*, Ken Fisher—named one of the 30 most influential individuals of the last three decades by Investment Advisor magazine—details why so many investors fail to get the long-term results they desire. The short answer is many investors fail to question if what they believe is true—and are therefore blinded by tradition, biases, ideology, or any number of cognitive errors.

Your goal as an investor shouldn't be to be error-free—that's impossible. Rather, to be more successful, you should aim to lower your error rate. *Debunkery* gets you started by debunking 50 common myths—but that's just the beginning. It also gives you the tools you need to continue to do your own debunkery for the rest of your investing career.



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