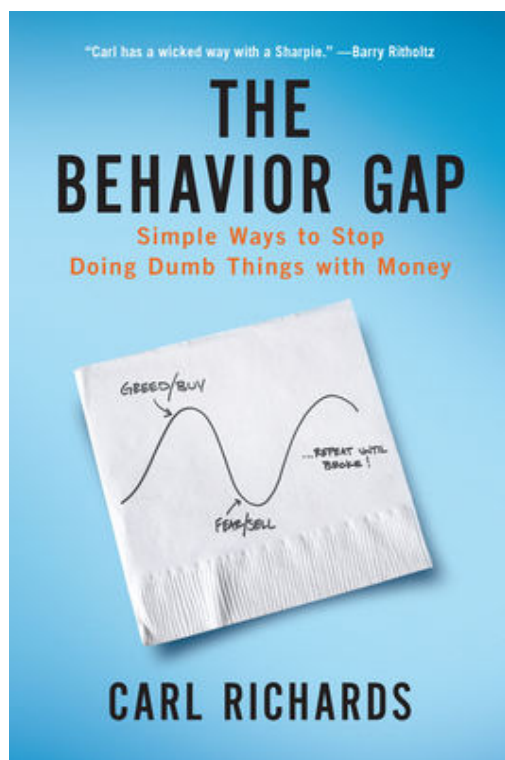


Baixar The Behavior Gap (PDF, ePub, Mobi)

Carl Richards GRATIS



"It's not that we're dumb. We're wired to avoid pain and pursue pleasure and security. It feels right to sell when everyone around us is scared and buy when everyone feels great. It may feel right-but it's not rational."

-From The Behavior Gap

Why do we lose money? It's easy to blame the economy or the financial markets-but the real trouble lies in the decisions we make.

As a financial planner, Carl Richards grew frustrated watching people he cared about make the same mistakes over and over. They were letting emotion get in the way of smart financial decisions. He named this phenomenon-the distance between what we should do and what we actually do-"the behavior gap." Using simple drawings to explain the gap, he found that once people understood it, they started doing much better.

Richards's way with words and images has attracted a loyal following to his blog posts for *The New York Times*, appearances on National Public Radio, and his columns and lectures. His book will teach you how to rethink all kinds of situations where your perfectly natural instincts (for safety or success) can cost you money and peace of mind.

He'll help you to:

- Avoid the tendency to buy high and sell low;
- Avoid the pitfalls of generic financial advice;
- Invest all of your assets-time and energy as well as savings-more wisely;
- Quit spending money and time on things that don't matter;
- Identify your real financial goals;
- Start meaningful conversations about money;
- Simplify your financial life;
- Stop losing money!

It's never too late to make a fresh financial start. As Richards writes: "We've all made mistakes, but now it's time to give yourself permission to review those mistakes, identify your personal behavior gaps, and make a plan to avoid them in the future. The goal isn't to make the 'perfect' decision about money every time, but to do the best we can and move forward. Most of the time, that's enough."

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Autor	:	Carl Richards
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Outra das clássicas histórias de casamento por conveniência escrita por Cheryl Bolen Uma inocente visita ao Duque de Aldridge para pedir uma doação para suas viúvas de guerra, coloca Lady Elizabeth Upton no meio de um enorme escândalo... O Duque de...

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<http://media.beebok.info/br-1293280123/a-sutil-arte-de-ligar-o-f-da-se.html>

Chega de tentar buscar um sucesso que só existe na sua cabeça. Chega de se torturar para pensar positivo enquanto sua vida vai ladeira abaixo. Chega de se sentir inferior por não ver o lado bom de estar no fundo do poço. Coaching, autoajuda, desenvolvimento pessoal,...

[PDF] 幻之天2



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[PDF] O Livro dos Espíritos



<http://media.beebok.info/br-1143525750/o-livro-dos-espíritos.html>

Autor: Allan Kardec. Tradutor: Evandro Noletto Bezerra. Os seres materiais constituem o mundo visível ou corpóreo, e os seres imateriais, o mundo invisível ou espiritual, isto é, dos Espíritos. Originalmente publicado em 1857, O livro dos espíritos...

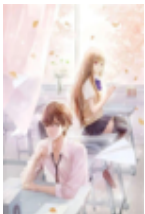
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[PDF] 天下厨师2



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[PDF] 小武亭长



<http://media.beebok.info/br-1464650862/小武亭长.html>

小武道, 嗯, 可是我查阅过, 那天市场停市。之前县廷出了文告, 因为县郊蝗虫为灾, 征发全县所有精壮黔首赶赴田场, 捕杀蝗虫, 乃至无法开市, 这你难道不知么?

[PDF] 你在意我踢球吗2



<http://media.beebok.info/br-1464649043/你在意我踢球吗2.html>

“你怎么糊涂啊?全班就剩下我旁边还有一个空座位了。如果转来一个美女的话, 肯定坐我旁边。那我不久爽呆了吗?哈!上课时我们聊天, 放学了我送她回家!”刘琪开始陷入美好的憧憬中了。

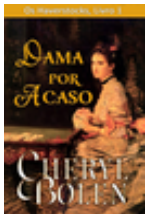
[PDF] 你在意我踢球吗1



<http://media.beebok.info/br-1464645738/你在意我踢球吗1.html>

“你怎么糊涂啊?全班就剩下我旁边还有一个空座位了。如果转来一个美女的话, 肯定坐我旁边。那我不久爽呆了吗?哈!上课时我们聊天, 放学了我送她回家!”刘琪开始陷入美好的憧憬中了。

[PDF] Dama por Acaso (Os Haverstocks, Livro 1)



<http://media.beebok.info/br-1444463810/dama-por-acaso-os-haverstocks-livro-1.html>

Manipulados a se casarem por conveniência para provar que são patriotas, Anna e Charles, o Marquês de Haverstock, questionam a lealdade um do outro. No entanto, não há dúvidas de que o toque macio de Anna enfeitiçou o poderoso aristocrata que se tornou...