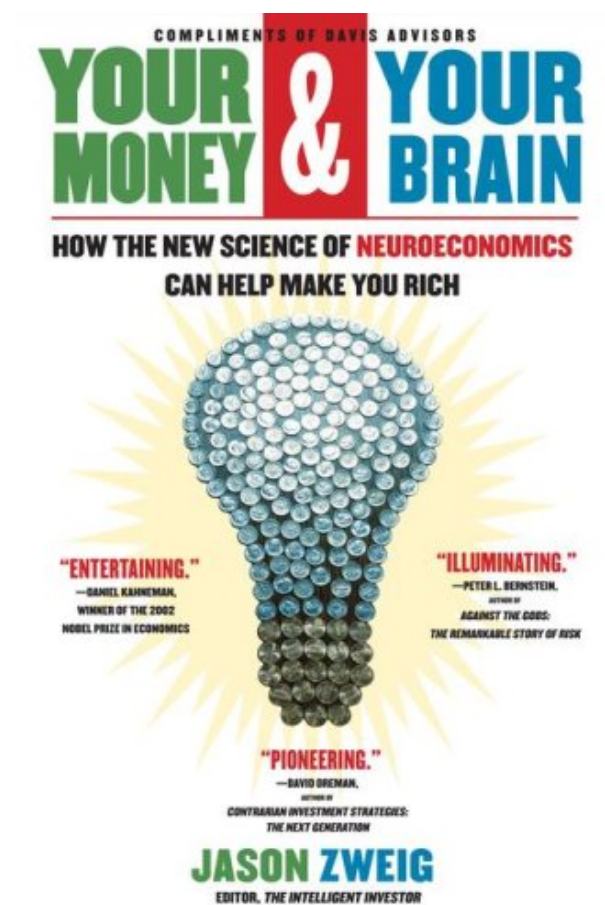


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Amazing explanation of why we do what we do with money

By Mariusz Skonieczny

I believe that investors are their own worst enemies because they are not equipped with an understanding of how to think about financial decisions. In this book, the author proves that investing generates powerful emotions that lead us to take certain actions that may not be in our best interest. He says that there is nothing in our lives that makes smart people feel as stupid as investing does. Being knowledgeable about this topic can help us make better investment decisions that will lead to more wealth. I don't believe that we can maximize our wealth until we learn how to control our minds.

What I like about this book is that the research provides the biological explanation of what goes on in our brains when we make financial decisions. It was interesting to learn that the brain of a person who thinks is about to make money is almost identical to that of a cocaine addict. This book really helped me understand myself, clients, and other investors better, and why we make decisions that we make. It was simply a fascinating read.

- 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

2 of 2 people found the following review helpful.

Neuro-economics is real- but this book won't give you the answers

By Stephen Brodeur

The premise of the book that the way your brain works affects the decisions you make is right on target. Unfortunately, Zweig doesn't get to the point of how this might help you in your financial decisions. I found Thinking, Fast and Slow by Dan Kahneman, to be a more thorough guide to the topic, with more practical points as to how you may use this knowledge to your advantage. Zweig is approachable and correct, but I didn't get the tips and financial insight I expected from an experienced financial guru for the uninformed. Read Thinking instead.

0 of 0 people found the following review helpful.

A new and crucial topic.

By Steve Schudin

If you care anything at all about your money, your future and the future of your money, then you will begin to familiarize yourself with this new field of study called Neuroeconomics. It will make you realize that in order to fix your net worth, the first thing that you need to fix is not just your income but your own thinking about money.

The interesting thing is that the interplay between the emotional side of the brain and money (or the perceived value of something in relation to money, a stock for instance) is actually an old subject. The "Fool and His Money" has been widely commented on by an assortment of people diverse enough to include Penn & Teller, Harry Houdini and Anton Lavey as well as Warren Buffett, Ben Graham and the other financial types that you would expect to see at the table for this topic.

The difference is that now it has a name that gives it more credibility as a specialized field within both psychology and economics. The subject is old, but its serious study is quite new. Most of what you will read and hear in Neuroeconomics represents recent work. This book is an excellent place to start. Interviews with this author and related videos on Neuroeconomics can be found on YouTube. This book and those vids will give a sound introduction to this subject.

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