

# WHY

## Smart People Make Big Money Mistakes



*"Great stuff. Fresh and helpful."*

—*Business Week*



# and HOW to Correct Them

LESSONS FROM THE NEW SCIENCE  
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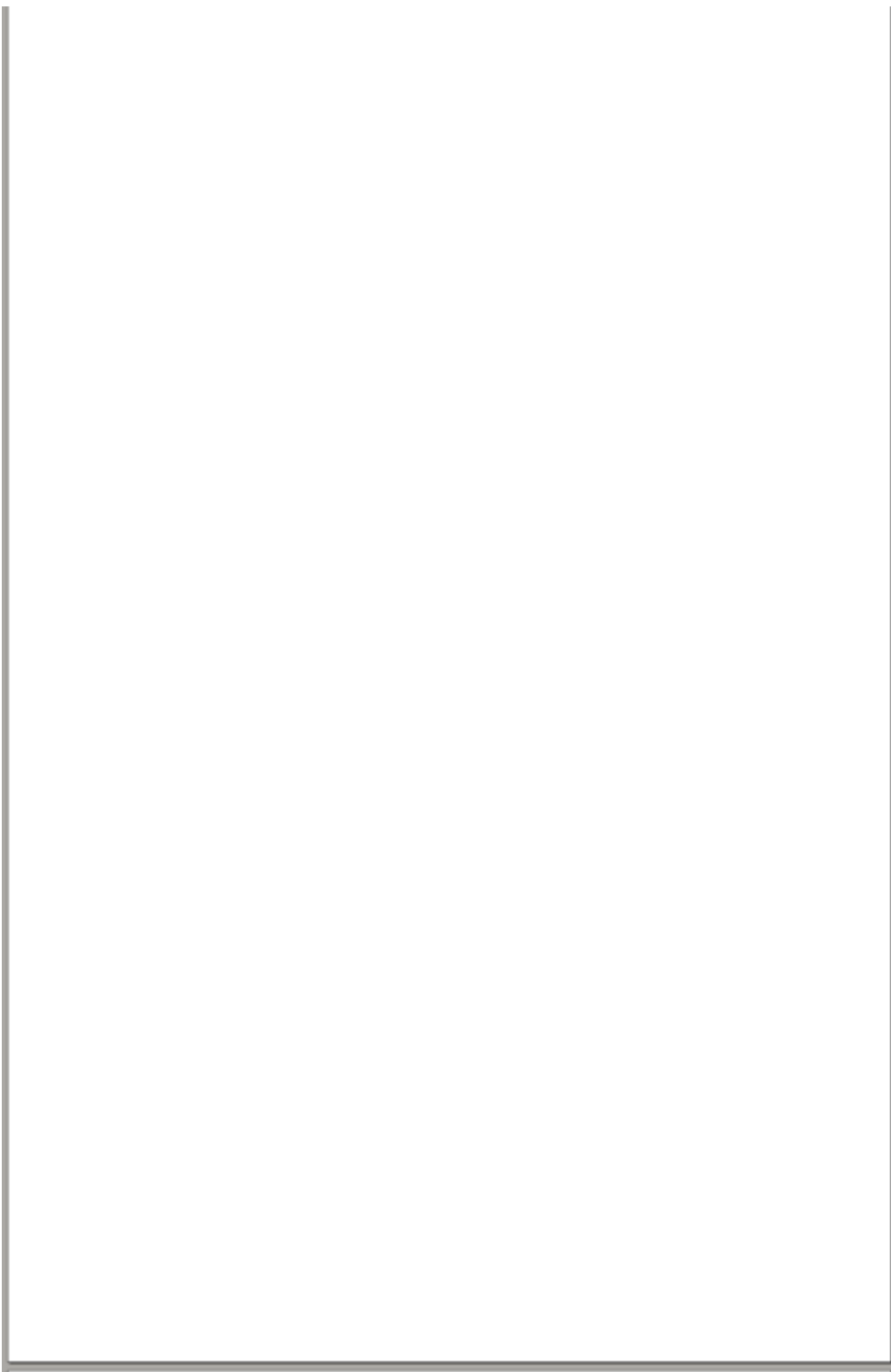
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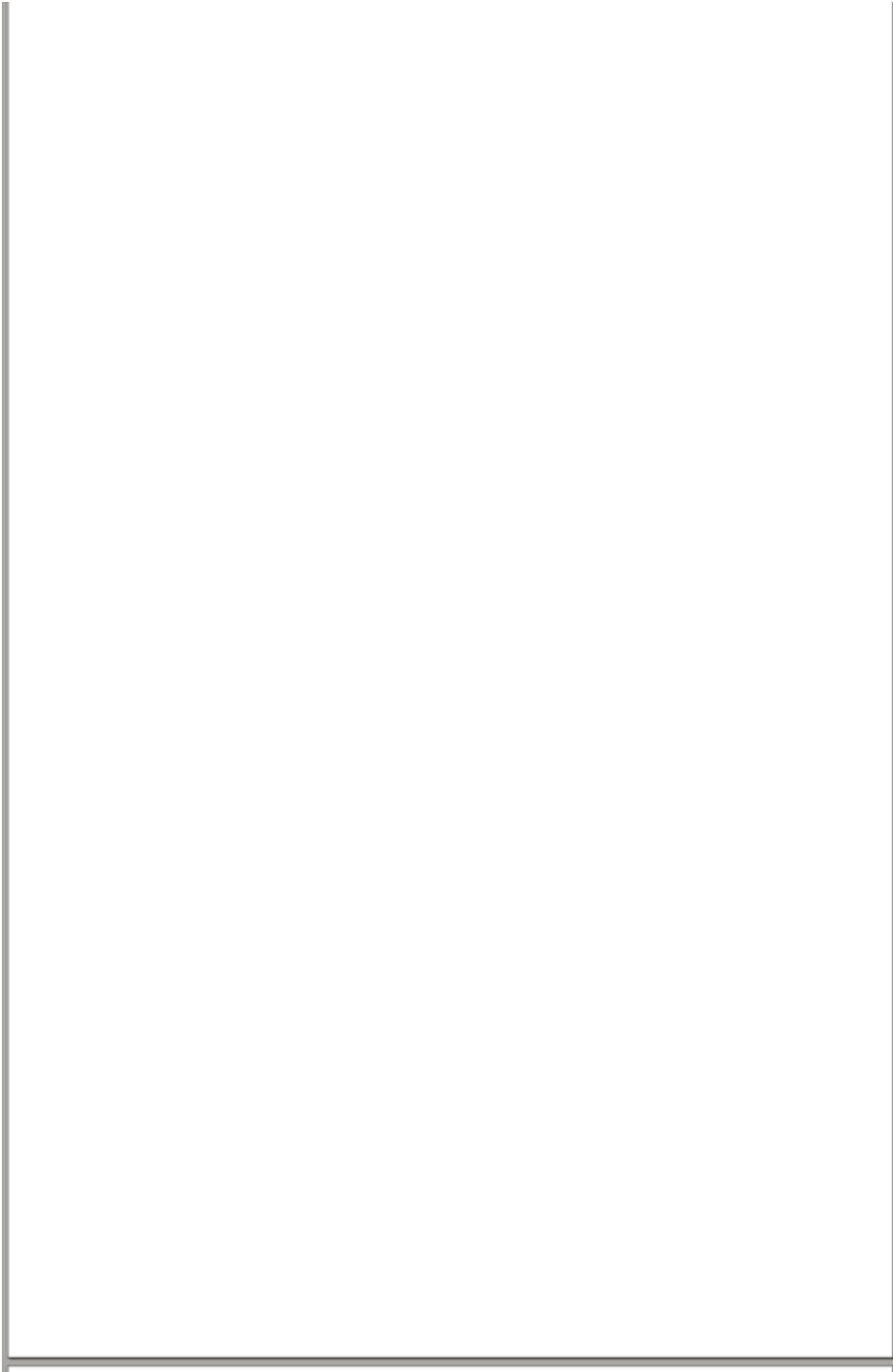
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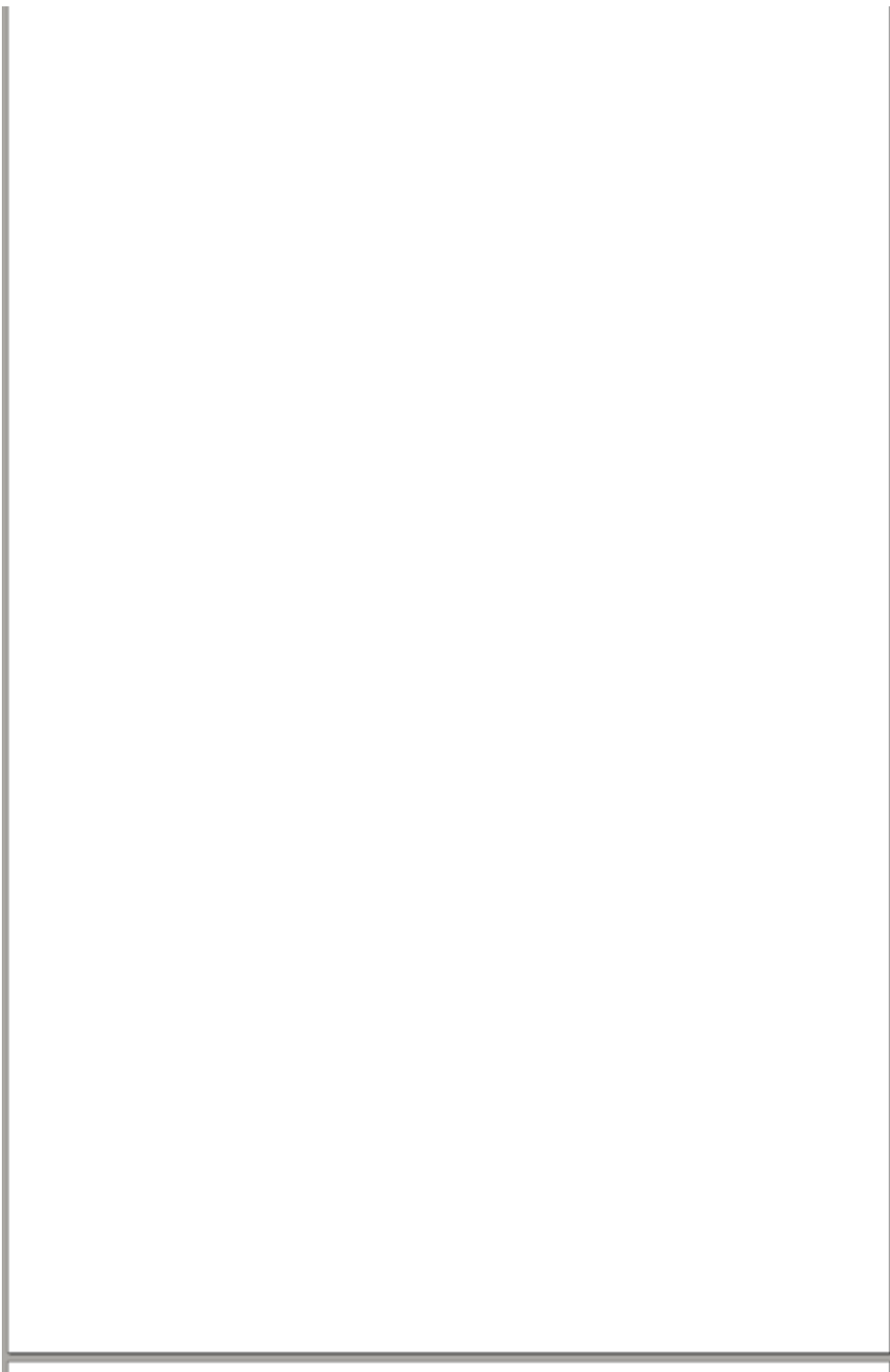
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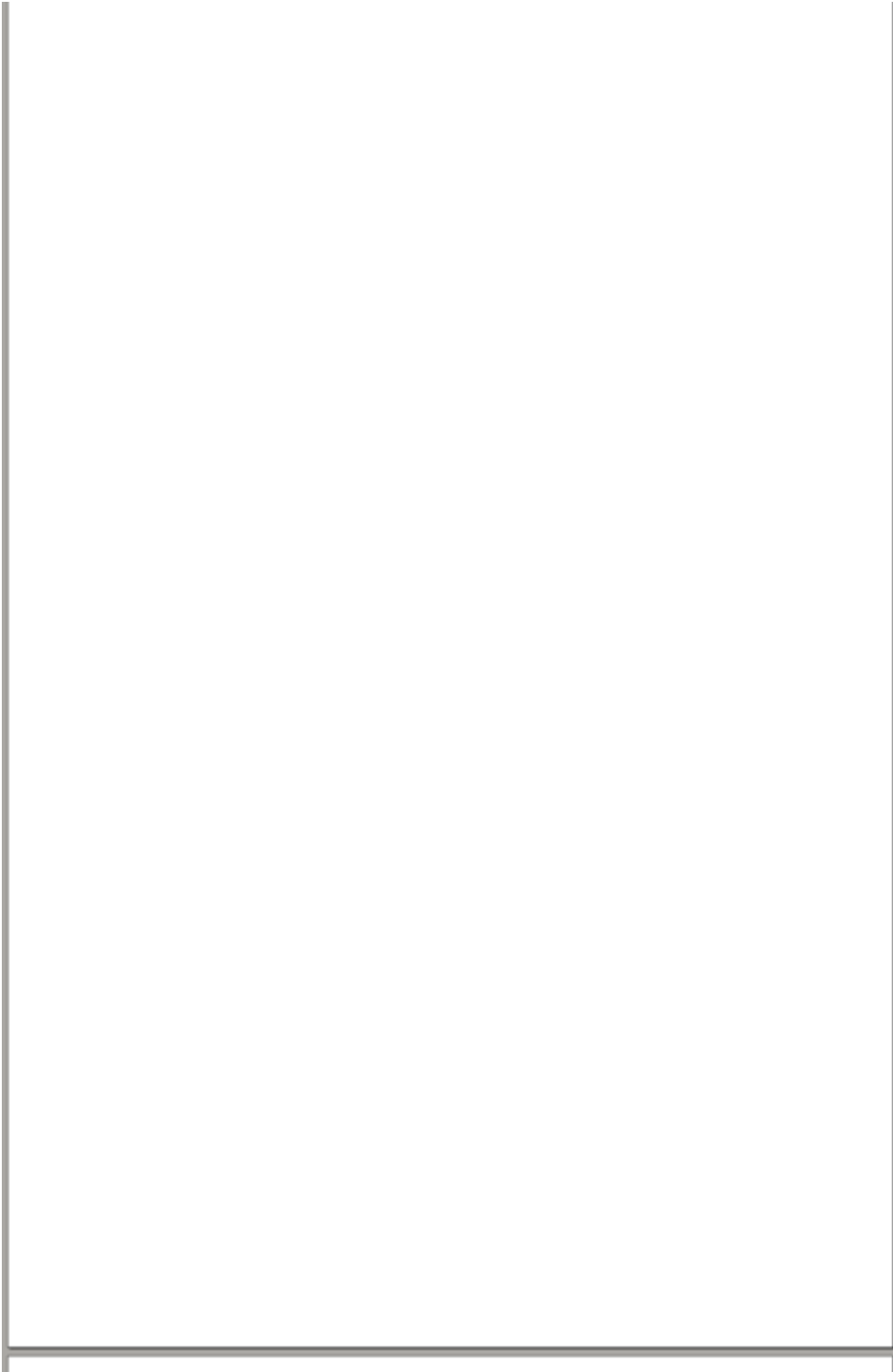






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