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Odds on: The Making of an Evidence-Based Investor (Hardback)

By Matt Hall

Greenleaf Book Group Llc, United States, 2016. Hardback. Book Condition: New. 215 x 139 mm. Language: English . Brand New Book. Evidence Is the Key to Investment Success Odds On: The Making of an Evidence-Based Investor isn't just another investment advice book. It's a memoir, a manifesto, and a guide to the way investing should be. Odds On describes author Matt Hall's role in an ongoing revolution in the investment world: the shift from a traditional sales-driven, active-management model to a model that draws on academic evidence to better serve the real interests of investors. Matt's story of his professional and personal experiences as an investor begins with his first exposure to Wall Street, where he becomes disillusioned with the traditional investing model due to its inability to truly help clients. He stumbles into the emerging evidence-based investing world, and learns how to help investors reach their goals through methods that reflect the limits of our abilities to predict which investments will deliver the highest returns. He encounters resistance at first, but after an epiphany brought on by a life-threatening illness, Matt learns how to help investors find their way toward a more rational and rewarding...



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