

## ***Foiled By Randomness The Hidden Role Of Chance In Life And In The Markets***

Jim Paul's meteoric rise took him from a small town in Northern Kentucky to governor of the Chicago Mercantile Exchange, yet he lost it all--his fortune, his reputation, and his job--in one fatal attack of excessive economic hubris. In this honest, frank analysis, Paul and Brendan Moynihan revisit the events that led to Paul's disastrous decision and examine the psychological factors behind bad financial practices in several economic sectors. This book--winner of a 2014 Axiom Business Book award gold medal--begins with the unbroken string of successes that helped Paul achieve a jet-setting lifestyle and land a key spot with the Chicago Mercantile Exchange. It then describes the circumstances leading up to Paul's \$1.6 million loss and the essential lessons he learned from it--primarily that, although there are as many ways to make money in the markets as there are people participating in them, all losses come from the same few sources. Investors lose money in the markets either because of errors in their analysis or because of psychological barriers preventing the application of analysis. While all analytical methods have some validity and make allowances for instances in which they do not work, psychological factors can keep an investor in a losing position, causing him to abandon one method for another in order to rationalize the decisions already made. Paul and Moynihan's cautionary tale includes strategies for avoiding loss tied to a simple framework for understanding, accepting, and dodging the dangers of investing, trading, and speculating.

The old saying goes, 'To the man with a hammer, everything looks like a nail.' But anyone who has done any kind of project knows a hammer often isn't enough. The more tools you have at your disposal, the more likely you'll use the right tool for the job - and get it done right. The same is true when it comes to your thinking. The quality of your outcomes depends on the mental models in your head. And most people are going through life with little more than a hammer. Until now. The Great Mental Models: General Thinking Concepts is the first book in The Great Mental Models series designed to upgrade your thinking with the best, most useful and powerful tools so you always have the right one on hand. This volume details nine of the most versatile, all-purpose mental models you can use right away to improve your decision making, productivity, and how clearly you see the world. You will discover what forces govern the universe and how to focus your efforts so you can harness them to your advantage, rather than fight with them or worse yet- ignore them. Upgrade your mental toolbox and get the first volume today. AUTHOR BIOGRAPHY Farnam Street (FS) is one of the world's fastest growing websites, dedicated to helping our readers master the best of what other people have already figured out. We curate, examine and explore the timeless ideas and mental models that history's brightest minds have used to live lives of purpose. Our readers include students, teachers, CEOs, coaches, athletes, artists, leaders, followers, politicians and more. They're not defined by gender, age, income, or politics but rather by a shared passion for avoiding problems, making better decisions, and lifelong learning. AUTHOR HOME Ottawa, Ontario, Canada #1 NEW YORK TIMES BESTSELLER • A bold work from the author of The Black Swan that challenges many of our long-held beliefs about risk and reward, politics and religion, finance and personal responsibility In his most provocative and practical book yet, one of the foremost thinkers of our time redefines what it means to understand the world, succeed in a profession, contribute to a fair and just society, detect nonsense, and influence others. Citing examples ranging from Hammurabi to Seneca, Antaeus the Giant to Donald Trump, Nassim Nicholas Taleb shows how the willingness to accept one's own risks is an essential attribute of heroes, saints, and flourishing people in all walks of life. As always both accessible and iconoclastic, Taleb challenges long-held beliefs about the values of those who spearhead military interventions, make financial investments, and propagate religious faiths. Among his insights: • For social justice, focus on symmetry and risk sharing. You cannot make profits and transfer the risks to others, as bankers and large corporations do. You cannot get rich without owning your own risk and paying for your own losses. Forcing skin in the game corrects this asymmetry better than thousands of laws and regulations. • Ethical rules aren't universal. You're part of a group larger than you, but it's still smaller than humanity in general. • Minorities, not majorities, run the world. The world is not run by consensus but by stubborn minorities imposing their tastes and ethics on others. • You can be an intellectual yet still be an idiot. "Educated philistines" have been wrong on everything from Stalinism to Iraq to low-carb diets. • Beware of complicated solutions (that someone was paid to find). A simple barbell can build muscle better than expensive new machines. • True religion is commitment, not just faith. How much you believe in something is manifested only by what

you're willing to risk for it. The phrase "skin in the game" is one we have often heard but rarely stopped to truly dissect. It is the backbone of risk management, but it's also an astonishingly rich worldview that, as Taleb shows in this book, applies to all aspects of our lives. As Taleb says, "The symmetry of skin in the game is a simple rule that's necessary for fairness and justice, and the ultimate BS-buster," and "Never trust anyone who doesn't have skin in the game. Without it, fools and crooks will benefit, and their mistakes will never come back to haunt them."

Watch a Video Watch a video Download the cheat sheet for Roger Lowenstein's *The End of Wall Street* » The roots of the mortgage bubble and the story of the Wall Street collapse—and the government's unprecedented response—from our most trusted business journalist. *The End of Wall Street* is a blow-by-blow account of America's biggest financial collapse since the Great Depression. Drawing on 180 interviews, including sit-downs with top government officials and Wall Street CEOs, Lowenstein tells, with grace, wit, and razor-sharp understanding, the full story of the end of Wall Street as we knew it. Displaying the qualities that made *When Genius Failed* a timeless classic of Wall Street—his sixth sense for narrative drama and his unmatched ability to tell complicated financial stories in ways that resonate with the ordinary reader—Roger Lowenstein weaves a financial, economic, and sociological thriller that indicts America for succumbing to the siren song of easy debt and speculative mortgages. *The End of Wall Street* is rife with historical lessons and bursting with fast-paced action. Lowenstein introduces his story with precisely etched, laserlike profiles of Angelo Mozilo, the Johnny Appleseed of subprime mortgages who spreads toxic loans across the landscape like wild crabapples, and moves to a damning explication of how rating agencies helped gift wrap faulty loans in the guise of triple-A paper and a takedown of the academic formulas that—once again—proved the ruin of investors and banks. Lowenstein excels with a series of searing profiles of banking CEOs, such as the ferretlike Dick Fuld of Lehman and the bloodless Jamie Dimon of JP Morgan, and of government officials from the restless, deal-obsessed Hank Paulson and the overmatched Tim Geithner to the cerebral academic Ben Bernanke, who sought to avoid a repeat of the one crisis he spent a lifetime trying to understand—the Great Depression. Finally, we come to understand the majesty of Lowenstein's theme of liquidity and capital, which explains the origins of the crisis and that positions the collapse of 2008 as the greatest ever of Wall Street's unlearned lessons. *The End of Wall Street* will be essential reading as we work to identify the lessons of the market failure and start to reb...

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A Business Week, New York Times Business, and USA Today Bestseller "Ambitious and readable . . . an engaging introduction to oddsmakers, whom Bernstein regards as true humanists helping to release mankind from the choke holds of superstition and . . . —The New York Times "An extraordinarily entertaining and informative book." —The Wall Street Journal "A lively panoramic book. Against the Gods sets up an ambitious premise and then delivers on it." —Business Week "Deserves to be, and surely will be, . . . —The Economist "[A] challenging book, one that may change forever the way people think about the world." —Worth "No one . . . have written a book of such central importance with so much charm and excitement." —Robert Heilbroner author, *The World As I See It* "With his wonderful knowledge of the history and current manifestations of risk, Peter Bernstein brings us *Against the Gods*. Nothing like it will come out of the financial world this year or ever. I speak carefully: no one should miss it." —John Kenneth Galbraith Professor of Economics Emeritus, Harvard University In this unique exploration of the role of risk in our society, Peter Bernstein shows that the notion of bringing risk under control is one of the central ideas that distinguishes modern times from the distant past. *Against the Gods* chronicles the remarkable intellectual adventure that liberated humanity from oracles and soothsayers by means of the principles of risk management that are available to us today. "An extremely readable history of risk." —Barron's "Fascinating . . . this charming volume will help you understand the uncertainties that every investor must face." —Money "A singular achievement." —Times "A singular achievement." —Times Supplement "There's a growing market for savants who can render the recondite intelligibly—witness Stephen Jay Gould (nature), Oliver Sacks (disease), Richard Dawkins (heredity), James Gleick (physics), Paul Krugman (economics)—and Bernstein would make a fine addition to their company." —The Australian

Believe it or not, our DNA is almost exactly the same as that of our ancestors. While scientific advances in agriculture, medicine, and technology have protected man, to some degree, from dangers such as starvation, illness, and exposure, the fact remains that our Paleolithic cousins were considerably healthier than we are. Our paleolithic ancestors did not suffer from heart disease, diabetes, high blood pressure, or obesity. In fact, a good deal of what we view as normal aging is a modern condition that is more akin to disease than to the natural state of growing older. Our predecessors were incomparably better nourished than we are, and were incredibly physically fit. They certainly none of them ever craved a doughnut, let alone tasted one. In fact, the human preference for sweet tastes and fat was developed in an environment where such treats were rare, and signaled dense, useful energy. This once-helpful adaptation is

of many a dieter today. It's what makes it hard to resist fats and sweets, especially when they are all around us. We are not built to live. Our genes were forged in an environment where activity was mandatory—you were active or you starved or we created strong selective pressure for genes encoding a smart, physically adept individual capable of very high activity levels. among the most active of species, and we carry energetically expensive brains to boot. Our energy expenditures rank high among animals. At least they once did. The New Evolution Diet by Arthur De Vany, PhD is a roadmap back to the better health our ancestors enjoyed. By eliminating modern foods, including carbohydrates, dairy, and all processed foods from our diets, we can undo much of the damage caused by our modern food environment. The plan is based on three simple principles: 1. Enjoy the pleasure of food and don't count or restrict calories. Eat three satisfying meals a day filled with non-starchy vegetables, fruits, and high-quality, lean proteins. 2. Don't starve yourself, but do go hungry episodically, for brief periods, to promote a low fasting blood insulin level and increase metabolic rate. 3. Exercise less, not more, but with more playfulness and intensity. The goal is to create a strong body with a high metabolic rate and a large physiologic capacity to move through life easily—not to burn calories.

In this profound and playful book, Nassim Nicholas Taleb presents his ideas about life in the form of aphorisms, the world's most memorable - literary form. Procrustes was a character from Greek mythology who abducted travellers and invited them to spend the night in a special bed, which they had to fit to perfection. They never did. Those who were too tall had their legs chopped off and those who were too short were stretched. Every aphorism here is about a Procrustean bed of sorts - we humans, facing the limits of our knowledge of the unseen and the unknown, resolve the tension by squeezing life and the world into crisp commoditized ideas, reductive categories, and vocabularies and pre-packaged narratives. Only by embracing the unexpected - and accepting what we don't know - can we live life as it really is.

Jason Fried and David Heinemeier Hansson, the authors of the New York Times bestseller Rework, are back with a manifesto to solve your modern workplace worries and fears.

What Our Paleolithic Ancestors Can Teach Us about Weight Loss, Fitness, and Aging

It Doesn't Have to Be Crazy at Work

Measurement and Theory Advancing Practice

Migrations And Cultures

The Great Mental Models: General Thinking Concepts

The End of Wall Street

Dynamic Hedging

The landmark five-book series—all together in one ebook bundle The Incerto is an investigation of opacity, luck, uncertainty, probability, human error, risk, and decision making when we don't understand the world, expressed in the form of a personal essay with autobiographical sections, stories, parables, and philosophical, historical, and scientific discussions, in non-overlapping volumes that can be accessed in any order. The main thread is that while there is inordinate uncertainty about what is going on, there is great certainty as to what one should do about it. This ebook bundle includes: FOOLED BY RANDOMNESS THE BLACK SWAN THE BED OF PROCRUSTES ANTIFRAGILE SKIN IN THE GAME

Destined to become a market classic, Dynamic Hedging is the only practical reference in exotic options hedging and arbitrage for professional traders and money managers Watch the professionals. From central banks to brokerages to multinationals, institutional investors are flocking to a new generation of exotic and complex options contracts and derivatives. But the promise of ever larger profits also creates the potential for catastrophic trading losses. Now more than ever, the key to trading derivatives lies in implementing preventive risk management techniques that plan for and avoid these appalling downturns. Unlike other books that offer risk management for corporate treasurers, Dynamic Hedging targets the real-world needs of professional traders and money managers. Written by a leading options trader and derivatives risk advisor to global banks and exchanges, this book provides a practical, real-world methodology for monitoring and managing all the risks associated with portfolio management. Nassim Nicholas Taleb is the founder of Empirica Capital LLC, a hedge fund operator, and a fellow at the Courant Institute of Mathematical Sciences of New York University. He has held a variety of senior derivative trading positions in New York and London and worked as an independent floor trader in Chicago. Dr. Taleb was inducted in February 2001 in the Derivatives Strategy Hall of Fame. He received an MBA from the Wharton School and a Ph.D. from University Paris-Dauphine.

The world-renowned economist offers "dourly irreverent analyses of financial debacle from the tulip craze of the seventeenth century to the recent plague of junk bonds." —The Atlantic. With incomparable wisdom, skill, and wit, world-renowned economist John Kenneth Galbraith traces the history of the major speculative episodes in our economy over the last three centuries. Exposing the ways in which normally sane people display reckless behavior in pursuit of profit, Galbraith asserts that our "notoriously short" financial memory is what creates the conditions for market collapse. By recognizing these signs and understanding what causes them we can guard against future recessions and have a better hold on our country's (and our own) financial destiny.

Fooled by Randomness The Hidden Role of Chance in Life and in the Markets Random House

Capital Ideas Evolving

Summary of Nassim Nicholas Taleb's Fooled By Randomness by Swift Reads

The Pivotal Guide to Nassim Nicholas Taleb's Celebrated Book

The Bed of Procrustes

What I Learned Losing a Million Dollars

Economic Facts and Fallacies

The New Evolution Diet

The incredible true story of the card-counting mathematics professor who taught the world how to beat the dealer and the great quantitative investors, ushered in a revolution on Wall Street. A child of the Great Depression, legendary mathematician Edward O. Thorp invented card counting, proving the seemingly impossible: that you could beat the dealer at the blackjack table. As a result he launched a gambling renaissance. His remarkable success—and mathematically unassailable method—caused an uproar that casinos altered the rules of the game to thwart him and the legions he inspired. They barred him from their premises and even put his life in jeopardy. Nonetheless, gambling was forever changed. Thereafter, Thorp shifted his sights to "the great game in the world": Wall Street. Devising and then deploying mathematical formulas to beat the market, Thorp ushered in the era of quantitative finance we live in today. Along the way, the so-called godfather of the quants played bridge with Warren Buffett.

swords with a young Rudy Giuliani, detected the Bernie Madoff scheme, and, to beat the game of roulette, invented, Shannon, the world's first wearable computer. Here, for the first time, Thorp tells the story of what he did, how he did it, and his motivations, and the curiosity that has always driven him to disregard conventional wisdom and devise game-changing solutions to seemingly insoluble problems. An intellectual thrill ride, replete with practical wisdom that can guide us all in uncertain waters, *A Man for All Markets* is an instant classic—a book that challenges its readers to think logically about a seemingly chaotic world. Praise for *A Man for All Markets* “In *A Man for All Markets*, [Thorp] delightfully recounts his progress (if that is the right word) from college teacher to gambler to hedge-fund manager. Along the way we learn important lessons about the function of chance and the logic of investment.”—*The Wall Street Journal* “[Thorp] gives a biological summation (think Richard Feynman’s ‘You’re Joking, Mr. Feynman!’) of his quest to prove the aphorism ‘the house always wins’ is flawed. . . . Illuminating for the mathematically inclined, and cautionary for would-be gamblers and day traders”—*Library Journal*

\* Our summary is short, simple and pragmatic. It allows you to have the essential ideas of a big book in less than 30 minutes. After reading this summary, you will learn how to better take chance into account when making decisions. You will also learn that a human being is not gifted to think rationally; that economists, journalists and traders are not as reliable as they seem; that success is not necessarily synonymous with competence or intelligence; how best to deal with unpredictability; how to become a professional; that sometimes called luck or fate, is an unavoidable parameter of events and life itself. However, human beings persist in trying to reduce its importance, believing in their arrogance to be able to control it, or even make it disappear. Experts of all sorts, including scientists and even economists thus boast of predicting the future... until they are wrong, which inevitably happens. Since chance is stronger than human reason, it would be wiser to be humble. If man is irremediably fallible and incapable of thinking clearly, would it not be better to take this limitation into account, rather than trying to fight it? Discover some keys to do so. Get a summary of this book for the modest price of a cup of coffee!

'I'll stop doing it as soon as I understand what I'm doing.' Somewhere between a historical account and work of philosophy, *Defence* details the final plea of Plato's beloved mentor. Introducing Little Black Classics: 80 books for Penguin's 80th birthday. Little Black Classics celebrate the huge range and diversity of Penguin Classics, with books from around the world and across centuries. They take us from a balloon ride over Victorian London to a garden of blossom in Japan, from Tierra del Fuego to 19th-century California and the Russian steppe. Here are stories lyrical and savage; poems epic and intimate; essays satirical and inspirational; and ideas that have shaped the lives of millions. Plato (474 BC-347 BC). Plato's works available in Penguin Classics are *Republic*, *The Last Days of Socrates*, *The Laws*, *Phaedrus*, *Protagoras* and *Meno*, *Timaeus* and *Critias*, *Theaetetus*, *Socratic Dialogues*, *The Symposium* and *Gorgias*.

Nassim Nicholas Taleb's landmark *Incerto* series is an investigation of luck, uncertainty, probability, opacity, human error, chaos, disorder, and decision-making in a world we don't understand, in nonoverlapping and standalone books. All four volumes—*Antifragile*, *The Black Swan*, *Foiled by Randomness*, and the expanded edition of *The Bed of Procrustes*, updated with more than 50 percent new material—are now together in one ebook bundle. ANTIFRAGILE “Startling . . . richly crammed with stories, fine phrases and intriguing asides.”—*The Wall Street Journal* Just as human bones get stronger when subjected to stress and tension, many things in life benefit from disorder, volatility, and turmoil. What Taleb has identified and calls “antifragile” is a category of things that not only gain from chaos but need it in order to survive and flourish. The resilient resists shock and stress; the antifrangible gets better and better. What is crucial is that the antifrangible loves errors, as it incurs small harms and benefits from them. Spanning politics, urban planning, war, personal finance, economic systems, and medicine in an irreverent and erudite style, *Antifragile* is a blueprint for living in a Black Swan world. THE BLACK SWAN “[A book] that altered my thinking.”—*The Times (London)* A black swan is a highly improbable event with three principal characteristics: It is unexpected, it carries a massive impact; and, after the fact, we concoct an explanation that makes it appear less random and more predictable. The astonishing success of Google was a black swan; so was 9/11. In this groundbreaking and prophetic book, Taleb shows how black swan events underlie almost everything about our world, from the rise of religions to events in our own personal lives. And we—especially the experts—are blind to them. FOOLED BY RANDOMNESS “[*Foiled by Randomness*] is to conventional wisdom approximately what Martin Luther's ninety-five theses were to the Catholic Church.”—Malcolm Gladwell, *The Tipping Point* Are we capable of distinguishing the fortunate charlatan from the genuine visionary? Must we always try to uncover hidden messages in random events? *Foiled by Randomness* is about luck: more precisely, about how we perceive luck in our professional experiences. Set against the backdrop of the most conspicuous forum in which luck is mistaken for skill—the financial markets—*Foiled by Randomness* is an irreverent, eye-opening, and endlessly entertaining exploration of one of the least understood forces in our lives. THE BED OF PROCRUSTES “Taleb's crystalline nuggets of thought stand alone like esoteric poems.”—*Financial Times* This collection of aphorisms and meditations expresses Taleb's major ideas in ways you least expect. *Bed of Procrustes* takes its title from Greek mythology: the story of a man who made his visitors fit his bed to perfection by stretching them or cutting their limbs. With a rare combination of pointed wit and potent wisdom, Taleb plows through common illusions, contrasting the classical views of courage, elegance, and erudition against the modern diseases of nerdiness and phoniness.

Lecturing Birds on Flying

The Acquirer's Multiple

Foiled by Randomness

Things That Gain from Disorder

How the Billionaire Contrarians of Deep Value Beat the Market

The Impact of the Highly Improbable

A Man for All Markets

*Strippers and Flippers . . . or a New Positive Force Helping to Drive the Economy . . . The untold story of Steve Schwarzman and Blackstone, the financier and his financial powerhouse that avoided the self-destructive tendencies of Wall Street.*

David Carey and John Morris show how Blackstone (and other private equity firms) transformed themselves from gamblers, hostile-takeover artists, and 'barbarians at the gate' into disciplined, risk-conscious investors. The financial establishment—banks and investment bankers such as Citigroup, Bear Stearns, Lehman, UBS, Goldman Sachs, Merrill Lynch, Morgan Stanley—were the cowboys, recklessly assuming risks, leveraging up to astronomical levels and driving the economy to the brink of disaster. Blackstone is now ready to break out once again since it is sitting on billions of dollars that can be invested at a time when the market is starved for capital. The story of a financial revolution—the greatest untold success story on Wall Street: Not only have Blackstone and a small coterie of competitors wrested control of corporations around the globe, but they have emerged as a major force on Wall Street, challenging the likes of Goldman Sachs and Morgan Stanley for dominance. Great human interest story: How Blackstone went from two guys and a secretary to being one of Wall Street's most powerful institutions, far outgrowing its much older rival KKR; and how Steve Schwarzman, with a pay packet one year of \$398 million and \$684 million from the Blackstone IPO, came to epitomize the spectacular new financial fortunes amassed in the 2000s. Controversial: Analyzes the controversies surrounding Blackstone and whether it and other private equity firms suck the lifeblood out of companies to enrich themselves—or whether they are a force that helps make the companies they own stronger and thereby better competitors. The story by two insiders with access: Insightful and hard-hitting, filled with never-before-revealed details about the workings of a heretofore secretive company that was the personal fiefdom of Schwarzman and Peter Peterson. Forward-looking: How Blackstone and private equity will drive the economy and provide a model for how financing will work. From the Hardcover edition.

**LECTURING BIRDS ON FLYING** For the past few decades, the financial world has often displayed an unreasonable willingness to believe that "the model is right, the market is wrong," in spite of the fact that these theoretical machinations were largely responsible for the stock market crash of 1987, the LTCM crisis of 1998, the credit crisis of 2008, and many other blow-ups, large and small. Why have both financial insiders (traders, risk managers, executives) and outsiders (academics, journalists, regulators, the public) consistently demonstrated a willingness to treat quantifications as gospel? Nassim Taleb first addressed the conflicts between theoretical and real finance in his technical treatise on options, *Dynamic Hedging*. Now, in *Lecturing Birds on Flying*, Pablo Triana offers a powerful indictment on the trustworthiness of financial theory, explaining—in jargon-free plain English—how malfunctions in these quantitative machines have wreaked havoc in our real world. Triana first analyzes the fundamental question of whether financial markets can in principle really be solved mathematically. He shows that the markets indeed cannot be tamed with equations, presenting a long and powerful list of obstacles to prove his point: maverick unlawful human actions rule the markets, unexpected and unimaginable events shape the markets, and historical data is not necessarily a trustworthy guide to the future of the markets. The author then examines the sources of origin of many prevalent theories and mathematical dictums. He details how the field of financial economics evolved from a descriptive discipline to an abstract one dedicated to technically concocting professors' own versions of how such a world should work. He goes on to explain how Wall Street and other financial centers became eager employers of scientists, and how scientists became eager employees of financial firms. Triana concludes with an in-depth discussion of the most significant historical episodes of theory-caused real-life market malaise, with a strong emphasis on the current credit crisis. In the end, *Lecturing Birds on Flying* calls for the radical substitution of good old-fashioned common sense in place of mathematical decision-making and the restoration to financial power of those who are completely unchained to the iron ball of classroom-obtained qualifications.

A detailed guide to overcoming the most frequently encountered psychological pitfalls of investing Bias, emotion, and overconfidence are just three of the many behavioral traits that can lead investors to lose money or achieve lower returns. Behavioral finance, which recognizes that there is a psychological element to all investor decision-making, can help you overcome this obstacle. In *The Little Book of Behavioral Investing*, expert James Montier takes you through some of the most important behavioral challenges faced by investors. Montier reveals the most common psychological barriers, clearly showing how emotion, overconfidence, and a multitude of other behavioral traits, can affect investment decision-making. Offers time-tested ways to identify and avoid the pitfalls of investor bias Author James Montier is one of the world's foremost behavioral analysts Discusses how to learn from our investment mistakes instead of repeating them Explores the behavioral principles that will allow you to maintain a successful investment portfolio Written in a straightforward and accessible style, *The Little Book of Behavioral Investing* will enable you to identify and eliminate behavioral traits that can hinder your investment endeavors and show you how to go about achieving superior returns in the process. Praise for *The Little Book Of Behavioral Investing* "The Little Book of Behavioral Investing is an important book for anyone who is interested in understanding the ways that human nature and financial markets interact." —Dan Ariely, James B. Duke Professor of Behavioral Economics, Duke University, and author of *Predictably Irrational* "In investing, success means being on the right side of most trades. No book provides a better starting point toward that goal than this one." —Bruce Greenwald, Robert Heilbrunn Professor of Finance and Asset Management, Columbia Business School "'Know thyself.' Overcoming human instinct is key to becoming a better investor. You would be irrational if you did not read this book." —Edward Bonham-Carter, Chief Executive and Chief Investment Officer, Jupiter Asset Management "There is not an investor anywhere who wouldn't profit from reading this book." —Jeff Hochman, Director of Technical Strategy, Fidelity Investment Services Limited "James Montier gives us a very accessible version of why we as investors are so predictably irrational, and a guide to help us channel our 'Inner Spock' to make better investment decisions. Bravo!" —John Mauldin, President, Millennium Wave Investments

A wonderfully irreverent and endlessly entertaining guide—with more than 80,000 copies sold worldwide in multiple languages—about the indicators most investors aren't following, but should be! In order to make the best possible investment decisions, savvy investors know that they must pay close attention to economic indicators. But while most are looking at conventional barometers like unemployment rates and housing statistics, the smartest investors are following the curious and often ignored indicators that offer a true sense of where the economy is and where it's heading. These factors have been proven to provide the vital information needed to beat the market. Dow Jones columnist Simon Constable and respected financial historian Robert E. Wright offer valuable tips and insight to help investors forecast and exploit sea changes in the global macroeconomic climate. Unlike other investment handbooks, Constable and Wright's guide explores the little-known economic indicators that the smartest investors watch closely in order to beat the stock market—from "Big Macs" to "zombie banks." This valuable and informative read entertains and enlightens while offering essential advice on navigating the global economic climate.

A World View

Antifragile

The Known, the Unknown, and the Unknowable in Financial Risk Management

The Sages

Fooled by Randomness Pivotal Points

SUMMARY - Fooled By Randomness: The Hidden Role Of Chance In Life And In The Markets By Nassim Nicholas Taleb

The Little Book of Behavioral Investing

**"A lot has happened in the financial markets since 1992, when Peter Bernstein wrote his seminal *Capital Ideas*. Happily, Peter has taken up his facile pen again to describe these changes, a virtual revolution in the practice of investing that relies heavily on complex mathematics, derivatives, hedging, and hyperactive trading. This fine and eminently readable book is unlikely to be surpassed as the definitive chronicle of a truly historic era." —John C. Bogle, founder of The Vanguard Group and author, *The Little Book of Common Sense Investing* "Just as Dante could not have understood or survived the perils of the *Inferno* without Virgil to guide him, investors today need Peter Bernstein to help find their way across dark and shifting ground. No one alive understands Wall Street's intellectual history better, and that makes Bernstein our best and wisest guide to the future. He is the only person who could have written this book; thank goodness he did." —Jason Zweig, Investing Columnist, *Money* magazine "Another must-read from Peter Bernstein! This well-written and thought-provoking book provides valuable insights on how key finance theories have evolved from their ivory tower formulation to profitable application by portfolio managers. This book will certainly be read with keen interest by, and undoubtedly influence, a wide range of participants in international finance." —Dr. Mohamed A. El-Erian, President and CEO of Harvard Management Company, Deputy Treasurer of Harvard University, and member of the faculty of the Harvard Business School "Reading *Capital Ideas Evolving* is an experience not to be missed. Peter Bernstein's knowledge of the principal characters—the giants in the development of investment theory and practice—brings this subject to life." —Linda B. Strumpf, Vice President and Chief Investment Officer, The Ford Foundation "With great clarity, Peter Bernstein introduces us to the insights of investment giants, and explains how they transformed financial theory into portfolio practice. This is not just a tale of money and models; it is a fascinating and contemporary story about people and the power of their ideas." —Elroy Dimson, BGI Professor of Investment Management, London Business School "*Capital Ideas Evolving* provides us with a unique appreciation for the pervasive impact that the theory of modern finance has had on the development of our capital markets. Peter Bernstein once again has produced a masterpiece that is must reading for practitioners, educators and students of finance." —André F. Perold, Professor of Finance, Harvard Business School**

The landmark five-book series—all together in one boxed set *The Incerto* is an investigation of opacity, luck, uncertainty, probability, human error, risk, and decision making when we don't understand the world, expressed in the form of a personal essay with autobiographical sections, stories, parables, and philosophical, historical, and scientific discussions, in non-overlapping volumes that can be accessed in any order. The main thread is that while there is inordinate uncertainty about what is going on, there is great certainty as to what one should do about it. This boxed set includes: **FOOLED BY RANDOMNESS THE BLACK SWAN THE BED OF PROCRUSTES ANTIFRAGILE SKIN IN THE GAME**

Nassim Nicholas Taleb's landmark *Incerto* series is an investigation of luck, uncertainty, probability, opacity, human error, risk, disorder, and decision-making in a world we don't understand, in nonoverlapping and standalone books. All four volumes—*Antifragile*, *The Black Swan*, *Fooled by Randomness*, and the expanded edition of *The Bed of Procrustes*, updated with more than 50 percent new material—are now together in one boxed set. **ANTIFRAGILE** "Startling . . . richly crammed with insights, stories, fine phrases and intriguing asides."—*The Wall Street Journal* Just as human bones get stronger when subjected to stress and tension, many things in life benefit from disorder, volatility, and turmoil. What Taleb has identified and calls "antifragile" is that category of things that not only gain from chaos but need it in order to survive and flourish. The resilient resists shocks and stays the same; the antifragile gets better and better. What is crucial is that the antifragile loves errors, as it incurs small harm and large benefits from them. Spanning politics, urban planning, war, personal finance, economic systems, and medicine in an interdisciplinary and erudite style, *Antifragile* is a blueprint for living in a *Black Swan* world. **THE BLACK SWAN** "[A book] that altered modern thinking."—*The Times (London)* A black swan is a highly improbable event with three principal characteristics: It is unpredictable; it carries a massive impact; and, after the fact, we concoct an explanation that makes it appear less random and more predictable. The astonishing success of Google was a black swan; so was 9/11. In this groundbreaking and prophetic book, Taleb shows that black swan events underlie almost everything about our world, from the rise of religions to events in our own personal lives, and yet we—especially the experts—are blind to them. **FOOLED BY RANDOMNESS** "[Fooled by Randomness] is to conventional Wall Street wisdom approximately what Martin Luther's ninety-five theses were to the Catholic Church."—Malcolm Gladwell, *The New Yorker* Are we capable of distinguishing the fortunate charlatan from the genuine visionary? Must we always try to uncover nonexistent messages in random events? *Fooled by Randomness* is about luck: more precisely, about how we perceive luck in our personal and professional experiences. Set against the backdrop of the most conspicuous forum in which luck is mistaken for skill—the markets—*Fooled by Randomness* is an irreverent, eye-opening, and endlessly entertaining exploration of one of the least understood forces in our lives. **THE BED OF PROCRUSTES** "Taleb's crystalline nuggets of thought stand alone like esoteric poems."—*Financial Times* This collection of aphorisms and meditations expresses Taleb's major ideas in ways you least expect. *The Bed of Procrustes* takes its title from Greek mythology: the story of a man who made his visitors fit his bed to perfection by either stretching them or cutting their limbs. With a rare combination of pointed wit and potent wisdom, Taleb plows through human illusions, contrasting the classical views of courage, elegance, and erudition against the modern diseases of nerdiness, philistinism, and phoniness.

Successful innovation demands more than a good strategic plan; it requires creative improvisation. Much of the "serious play" that leads to breakthrough innovations is increasingly linked to experiments with models, prototypes, and simulations. As digital technology makes prototyping more cost-effective, serious play will soon lie at the heart of all innovation strategies, influencing how businesses define themselves and their markets. Author Michael Schrage is one of today's most widely recognized experts on the relationship between technology and work. In *Serious Play*, Schrage argues that the real value in building models comes less from the help they offer with troubleshooting and problem solving than from the insights they reveal about the organization itself. Technological models can actually change us—improving the way we communicate, collaborate, learn, and innovate. With real-world examples and engaging anecdotes, Schrage shows how companies such as Disney, Microsoft, Boeing, IDEO, and DaimlerChrysler use serious play with modeling technologies to facilitate the collaborative interactions that lead to innovation. A user's guide included with the book helps readers apply many of the innovation practices profiled throughout. A landmark book by one of the most perceptive voices in the field of innovation.

Wall Street Wisdom

*Incerto*

***Foiled by Randomness, The Black Swan, The Bed of Procrustes, Antifragile***

***Philosophical and Practical Aphorisms***

***How not to be your own worst enemy***

***The Remarkable Rise, Fall, and Rise Again of Steve Schwarzman and Blackstone***

*Throughout the violent financial disruptions of the past several years, three men have stood out as beacons of judgment and wisdom: Warren Buffett, George Soros, and Paul Volcker. Though their experiences and styles vary—Buffett is the canny stock market investor; Soros is the reader of shifting global tides in trade and currencies; and Volcker is the regulator and governor, sheriff and clean-up crew—they have very much in common. All three men have more than fifty years of deep involvement in markets. All are skeptical of Wall Street frenzies. They believe that markets tend to be right, but usually only over the medium term. They have seen too many cycles of herd-driven, emotion-riding booms and busts to make their views hostage to the sweeping and simplistic assumptions of “efficient-markets” models. With the benefit of his own deep understanding of markets and finance, Morris brilliantly analyzes the records of these men, distilling their wisdom and experience—and argues for the importance of consistent values in navigating the treacherous terrain of today's globalized world.*

*Economic Facts and Fallacies exposes some of the most popular fallacies about economic issues—and does so in a lively manner and without requiring any prior knowledge of economics by the reader. These include many beliefs widely disseminated in the media and by politicians, such as mistaken ideas about urban problems, income differences, male-female economic differences, as well as economics fallacies about academia, about race, and about Third World countries. One of the themes of Economic Facts and Fallacies is that fallacies are not simply crazy ideas but in fact have a certain plausibility that gives them their staying power—and makes careful examination of their flaws both necessary and important, as well as sometimes humorous. Written in the easy-to-follow style of the author's Basic Economics, this latest book is able to go into greater depth, with real world examples, on specific issues.*

*Foiled by Randomness: The Hidden Role of Chance in Life and in the Markets (2001) explains how humans routinely underestimate the role luck plays in determining outcomes. This failure to account for uncertainty can lead someone to attribute meaning to a result where none exists, or to overlook the probability of a rare but cataclysmic event... Purchase this in-depth summary to learn more.*

*NATIONAL BESTSELLER From the former Governor of the Bank of Canada, a far-seeing guide to the powerful economic forces that will shape the decades ahead. The economic ground is shifting beneath our feet. The world is becoming more volatile, and people are understandably worried about their financial futures. In this urgent and accessible guide to the crises and opportunities that lie ahead, economist and former Governor of the Bank of Canada Stephen Poloz maps out the powerful tectonic forces that are shaping our future, and the ideas that will allow us to master them. These forces include an aging workforce, mounting debt, and rising income inequality. Technological advances, too, are adding to the pressure, putting people out of work, and climate change is forcing a transition to a lower-carbon economy. It is no surprise that people are feeling uncertain. The implications of these tectonic tensions will cascade throughout every dimension of our lives—the job market, the housing market, the investment climate, as well as government and central bank policy, and the role of the corporation within society. The pandemic has added momentum to many of them. Poloz skillfully argues that past crises, from the Victorian Depression in the late 1800s to the more recent downturn in 2008, give a hint of what is in store for us in the decades ahead. Unlike the purely destructive power of earthquakes, the upheaval that is sure to come in the decades ahead will offer unexpected opportunities for renewal and growth. Filled with takeaways for employers, investors, and policymakers, as well as families discussing jobs and mortgage renewals around the kitchen table, The Next Age of Uncertainty is an indispensable guide for those navigating the fault lines of the risky world ahead.*

***Mean Genes***

***King of Capital***

***How the World Can Adapt to a Riskier Future***

***Statistical Consequences of Fat Tails***

***Hidden Asymmetries in Daily Life***

***The Next Age of Uncertainty***

***Can Mathematical Theories Destroy the Financial Markets?***

*Antifragile is a standalone book in Nassim Nicholas Taleb's landmark Incerto series, an investigation of opacity, luck, uncertainty, probability, human error, risk, and decision-making in a world we don't understand. The other books in the series are Fooled by Randomness, The Black Swan, Skin in the Game, and The Bed of Procrustes. Nassim Nicholas Taleb, the bestselling author of The Black Swan and one of the foremost thinkers of our time, reveals how to thrive in an uncertain world. Just as human bones get stronger when subjected to stress and tension, and rumors or riots intensify when someone tries to repress them, many things in life benefit from stress, disorder, volatility, and turmoil. What Taleb has identified and calls “antifragile” is that category of things that not only gain from chaos but need it in order to survive and flourish. In The Black Swan, Taleb showed us that highly improbable and unpredictable events underlie almost everything about our world. In Antifragile, Taleb stands uncertainty on its head, making it desirable, even necessary, and proposes that things be built in an antifragile manner. The antifragile is beyond the resilient or robust. The resilient resists shocks and stays the same; the antifragile gets better and better. Furthermore, the antifragile is immune to prediction errors and protected from adverse events. Why is the city-state better than the nation-state, why is debt bad for you, and why is what we call “efficient” not efficient at all? Why do government responses and social policies protect the strong and hurt the weak? Why should you write your resignation letter before even starting on the job? How did the sinking of the Titanic save lives? The*

book spans innovation by trial and error, life decisions, politics, urban planning, war, personal finance, economic systems, and medicine. And throughout, in addition to the street wisdom of Fat Tony of Brooklyn, the voices and recipes of ancient wisdom, from Roman, Greek, Semitic, and medieval sources, are loud and clear. Antifragile is a blueprint for living in a Black Swan world. Erudite, witty, and iconoclastic, Taleb's message is revolutionary: The antifragile, and only the antifragile, will make it. Praise for Antifragile "Ambitious and thought-provoking . . . highly entertaining."—The Economist "A bold book explaining how and why we should embrace uncertainty, randomness, and error . . . It may just change our lives."—Newsweek

Fooled by Randomness is a standalone book in Nassim Nicholas Taleb's landmark Incerto series, an investigation of opacity, luck, uncertainty, probability, human error, risk, and decision-making in a world we don't understand. The other books in the series are The Black Swan, Antifragile, Skin in the Game, and The Bed of Procrustes. Now in a striking new hardcover edition, Fooled by Randomness is the word-of-mouth sensation that will change the way you think about business and the world. Nassim Nicholas Taleb—veteran trader, renowned risk expert, polymathic scholar, erudite raconteur, and New York Times bestselling author of The Black Swan—has written a modern classic that turns on its head what we believe about luck and skill. This book is about luck—or more precisely, about how we perceive and deal with luck in life and business. Set against the backdrop of the most conspicuous forum in which luck is mistaken for skill—the world of trading—Fooled by Randomness provides captivating insight into one of the least understood factors in all our lives. Writing in an entertaining narrative style, the author tackles major intellectual issues related to the underestimation of the influence of happenstance on our lives. The book is populated with an array of characters, some of whom have grasped, in their own way, the significance of chance: the baseball legend Yogi Berra; the philosopher of knowledge Karl Popper; the ancient world's wisest man, Solon; the modern financier George Soros; and the Greek voyager Odysseus. We also meet the fictional Nero, who seems to understand the role of randomness in his professional life but falls victim to his own superstitious foolishness. However, the most recognizable character of all remains unnamed—the lucky fool who happens to be in the right place at the right time—he embodies the "survival of the least fit." Such individuals attract devoted followers who believe in their guru's insights and methods. But no one can replicate what is obtained by chance. Are we capable of distinguishing the fortunate charlatan from the genuine visionary? Must we always try to uncover nonexistent messages in random events? It may be impossible to guard ourselves against the vagaries of the goddess Fortuna, but after reading Fooled by Randomness we can be a little better prepared. PRAISE FOR FOOLED BY RANDOMNESS: Named by Fortune One of the Smartest Books of All Time A Financial Times Best Business Book of the Year "[Fooled by Randomness] is to conventional Wall Street wisdom approximately what Martin Luther's ninety-five theses were to the Catholic Church." —Malcolm Gladwell, author of Blink "The book that rolled down Wall Street like a hand grenade." —Maggie Mahar, author of Bull! A History of the Boom, 1982—1999 "Fascinating . . . Taleb will grab you." —Peter L. Bernstein, author of Capital Ideas Evolving "Recalls the best of scientist/essayists like Richard Dawkins . . . and Stephen Jay Gould." —Michael Schrage, author of Serious Play: How the World's Best Companies Simulate to Innovate "We need a book like this. . . . Fun to read, refreshingly independent-minded." —Robert J. Shiller, author of Irrational Exuberance "Powerful . . . loaded with crackling little insights [and] extreme brilliance." —National Review

Fooled by Randomness Pivotal Points is your aide to rapid comprehension of the essential business principles delineated in Nassim Nicholas Taleb's acclaimed book Fooled by Randomness: The Hidden Role of Chance in Life and in the Markets. Taleb argues that analysts that work with historical market data to find patterns will of course find regularities. When people work hard, they will of course find similarities, but does not really statistically account into anything other than irregularities. Taleb uses "Survivor Bias" to discuss poor probability. Nassim Taleb's, undertakes in Fooled by Randomness, the warning not to equate success to skill and failure to bad luck. As with all books in the Pivotal Point Papers Series, this book is intended to be purchased alongside the reviewed title, Fooled by Randomness: The Hidden Role of Chance in Life and in the Markets.

A clear understanding of what we know, don't know, and can't know should guide any reasonable approach to managing financial risk, yet the most widely used measure in finance today—Value at Risk, or VaR—reduces these risks to a single number, creating a false sense of security among risk managers, executives, and regulators. This book introduces a more realistic and holistic framework called KuU—the K nown, the u nknown, and the U nknowable—that enables one to conceptualize the different kinds of financial risks and design effective strategies for managing them. Bringing together contributions by leaders in finance and economics, this book pushes toward robustifying policies, portfolios, contracts, and organizations to a wide variety of KuU risks. Along the way, the strengths and limitations of "quantitative" risk management are revealed. In addition to the editors, the contributors are Ashok Bardhan, Dan Borge, Charles N. Bralver, Riccardo Colacito, Robert H. Edelstein, Robert F. Engle, Charles A. E. Goodhart, Clive W. J. Granger, Paul R. Kleindorfer, Donald L. Kohn, Howard Kunreuther, Andrew Kuritzkes, Robert H. Litzenberger, Benoit B. Mandelbrot, David M. Modest, Alex Muermann, Mark V. Pauly, Til Schuermann, Kenneth E. Scott, Nassim Nicholas Taleb, and Richard J. Zeckhauser. Introduces a new risk-management paradigm Features contributions by leaders in finance and economics Demonstrates how "killer risks" are often more economic than statistical, and crucially linked to incentives Shows how to invest and design policies amid financial uncertainty

Warren Buffett, George Soros, Paul Volcker, and the Maelstrom of Markets

Second Edition

The Hidden Role of Chance in Life and in the Markets

Fooled by Randomness, The Black Swan, The Bed of Procrustes, Antifragile, Skin in the Game

How the World's Best Companies Simulate to Innovate

The WSJ Guide to the 50 Economic Indicators That Really Matter

A Short History of Financial Euphoria

Looks at a large number of human migrations over a long period of time, and considers the effects of immigration in economic terms

The Black Swan is a standalone book in Nassim Nicholas Taleb's landmark Incerto series, an investigation of opacity, luck, uncertainty, probability, human error, risk, and decision-making in a world we don't understand. The other books in the series are Fooled by Randomness, Antifragile, and The Bed of Procrustes. A black swan is a highly improbable event with three principal characteristics: It is unpredictable; it carries a massive impact; and, after the fact, we concoct an explanation that makes it appear less random, and more predictable, than it was. The astonishing success of Google was a black swan; so was 9/11. For Nassim Nicholas Taleb, black swans underlie almost everything about our world, from the rise of religions to events in our own personal lives. Why do we not acknowledge the phenomenon of black swans until after they occur? Part of the answer, according to Taleb, is that humans are hardwired to learn specifics when they should be focused on generalities. We concentrate on things we already know and time and time again fail to take into consideration what we don't know. We are, therefore, unable to truly estimate opportunities, too vulnerable to the impulse to simplify, narrate, and categorize, and not open enough to rewarding those who can imagine the "impossible." For years, Taleb has studied how we fool ourselves into thinking we know more than we actually do. We restrict our thinking to the irrelevant and inconsequential, while large events continue to surprise us and shape our world. In this revelatory book, Taleb explains everything we know about what we don't know, and this second edition features a new philosophical and empirical essay, "On Robustness and Fragility," which offers tools to navigate and exploit a Black Swan world. Elegant, startling, and universal in its applications, The Black Swan will change the way you look at the world. Taleb is a vastly entertaining writer, with wit, irreverence, and unusual stories to tell. He has a polymathic command of subjects ranging from cognitive science to business to probability theory. The Black Swan is a landmark book—itsself a black swan. Praise for Nassim Nicholas Taleb "The most prophetic voice of all."—GQ Praise for The Black Swan "[A book] that altered modern thinking."—The Times (London) "A masterpiece."—Chris Anderson, editor in chief of Wired, author of The Long Tail "Idiosyncratically brilliant."—Niall Ferguson, Los Angeles Times "The Black Swan changed my view of how the world works."—Daniel Kahneman, Nobel laureate "[Taleb writes] in a style that owes as much to Stephen Colbert as it does to Michel de Montaigne. . . . We eagerly romp with him through the follies of confirmation bias [and] narrative fallacy."—The Wall Street Journal "Hugely enjoyable—compelling . . . easy to dip into."—Financial Times "Engaging . . . The Black Swan has appealing cheek and admirable ambition."—The New York Times Book Review From the Hardcover edition.

The Acquirer's Multiple: How the Billionaire Contrarians of Deep Value Beat the Market is an easy-to-read account of deep value investing. The book shows how investors Warren Buffett, Carl Icahn, David Einhorn and Dan Loeb got started and how they do it. Carlisle combines engaging stories with research and data to show how you can do it too. Written by an active value investor, The Acquirer's Multiple provides an insider's view on deep value investing. The Acquirer's Multiple covers: How the billionaire contrarians invest How Warren Buffett got started The history of activist hedge funds How to Beat the Little Book That Beats the Market A simple way to value stocks: The Acquirer's Multiple The secret to beating the market How Carl Icahn got started How David Einhorn and Dan Loeb got started The 9 rules of deep value The Acquirer's Multiple: How the Billionaire Contrarians of Deep Value Beat the Market provides a simple summary of the way deep value investors find stocks that beat the market.

The book investigates the misapplication of conventional statistical techniques to fat tailed distributions and looks for remedies, when possible. Switching from thin tailed to fat tailed distributions requires more than "changing the color of the dress." Traditional asymptotics deal mainly with either  $n=1$  or  $n=?$ , and the real world is in between, under the "laws of the medium numbers"—which vary widely across specific distributions. Both the law of large numbers and the generalized central limit mechanisms operate in highly idiosyncratic ways outside the standard Gaussian or Levy-Stable basins of convergence. A few examples: - The sample mean is rarely in line with the population mean, with effect on "naïve empiricism," but can be sometimes be estimated via parametric methods. - The "empirical distribution" is rarely empirical. - Parameter uncertainty has compounding effects on statistical metrics. - Dimension reduction (principal components) fails. - Inequality estimators (Gini or quantile contributions) are not additive and produce wrong results. - Many "biases" found in psychology become entirely rational under more sophisticated probability distributions. - Most of the failures of financial economics, econometrics, and behavioral economics can be attributed to using the wrong distributions. This book, the first volume of the Technical Incerto, weaves a narrative around published journal articles. From Big Macs to "Zombie Banks," the Indicators Smart Investors Watch to Beat the Market

The Black Swan

Skin in the Game

Incerto 5-Book Bundle

Incerto 4-Book Bundle

From Las Vegas to Wall Street, How I Beat the Dealer and the Market

Against the Gods

*Short, sassy, and bold, Mean Genes uses a Darwinian lens to examine the issues that most deeply affect our lives: body image, money, addiction, violence, and the endless search for happiness, love, and fidelity. But Burnham and Phelan don't simply describe the connections between our genes and our behavior; they also outline steps that we can take to tame our primal instincts and so improve the quality of our lives. Why do we want (and do) so many things that are bad for us? We vow to lose those extra five pounds, put more money in the bank, and mend neglected relationships, but our attempts often end in failure. Mean Genes reveals that struggles for self-improvement are, in fact, battles against our own genes -- genes that helped our cavewoman and caveman ancestors flourish but that are selfish and out of place in the modern world. Why do we like junk food more than fruit? Why is the road to romance so rocky? Why is happiness so elusive? What drives us into debt? An investigation into the biological nature of temptation and the struggle for control, Mean Genes answers these and other fundamental questions about human nature while giving us an edge to lead more satisfying lives.*

*The 10th anniversary edition of the bestselling foundational business training manual for ambitious readers, featuring new concepts*

*and mental models: updated, expanded, and revised. Many people assume they need to attend business school to learn how to build a successful business or advance in their career. That's not true. The vast majority of modern business practice requires little more than common sense, simple arithmetic, and knowledge of a few very important ideas and principles. The Personal MBA 10th Anniversary Edition provides a clear overview of the essentials of every major business topic: entrepreneurship, product development, marketing, sales, negotiation, accounting, finance, productivity, communication, psychology, leadership, systems design, analysis, and operations management...all in one comprehensive volume. Inside you'll learn concepts such as: The 5 Parts of Every Business: You can understand and improve any business, large or small, by focusing on five fundamental topics. The 12 Forms of Value: Products and services are only two of the twelve ways you can create value for your customers. 4 Methods to Increase Revenue: There are only four ways for a business to bring in more money. Do you know what they are? Business degrees are often a poor investment, but business skills are always useful, no matter how you acquire them. The Personal MBA will help you do great work, make good decisions, and take full advantage of your skills, abilities, and available opportunities--no matter what you do (or would like to do) for a living.*