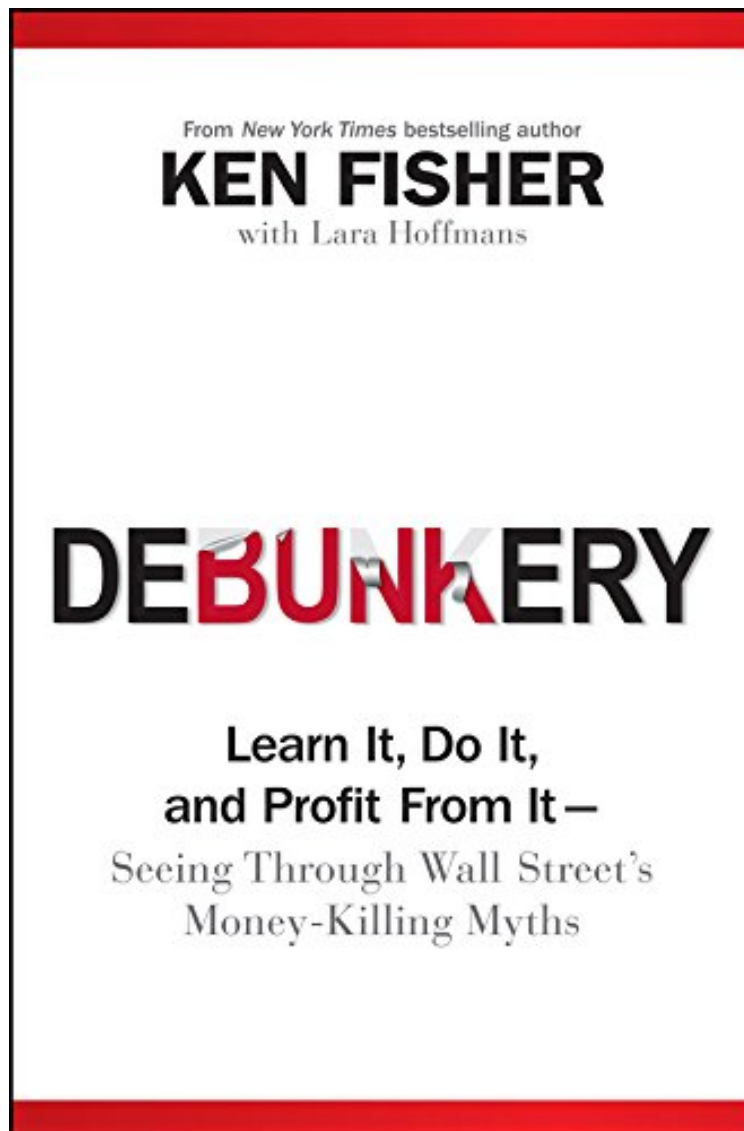


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Debunkery: Learn It, Do It, and Profit from It -- Seeing Through Wall Street's Money-Killing Myths

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Legendary money manager Ken Fisher outlines the most common and costly mistakes investors make. Small cap stocks are best for all time. Bunk! A trade deficit is bad for markets. Bunk! Stocks can't rise on high unemployment. Bunk! Many investors think they are safest following widely accepted Wall Street wisdom; but much of Wall Street wisdom isn't so wise. In fact, it can be costly bunk. In *Debunkery: Learn It, Do It, and Profit From It*; *Seeing Through Wall Street's Money-Killing Myths*, Ken Fisher named one of the 30 most influential individuals of the last three decades by *Investment Advisor* magazine; details why so many investors fail to get the long-term results they desire. The short answer is many investors fail to question if what they believe is true; and are therefore blinded by tradition, biases, ideology, or any number of cognitive errors. Your goal as an investor shouldn't be to be error-free; that's impossible. Rather, to be more successful, you should aim to lower your error rate. *Debunkery* gets you started by debunking 50 common myths; but that's just the beginning. It also gives you the tools you need to continue to do your own debunkery for the rest of your investing career.