



Invest to Prosper

CFA®, CMT®, Clint W Sorenson

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Coauthors Clint Sorenson and Robert Leggett spent years working in the investment industry and noticed that individual investors and professionals struggle to control their behavior. So, they decided to do something about it.

In this accessible guide to personal finance and investing, Sorenson and Leggett outline the reasons investors struggle with the markets—and explain how to better manage behaviors so that personal investments actually pay off.

Because controlling markets is far beyond the ability of any individual, Sorenson and Leggett teach readers to focus on what they can influence—their investment process.

At the center of this strategy is a model that allows investors to control their asset mix to take advantage of mass-market psychology and shield their portfolio against the common cognitive biases inherent in all humans. In essence, this strategy helps individuals control their behavior during volatile markets, giving them a better chance of long-term success.

Straightforward and full of easily implemented strategies, *Invest to Prosper* will change the way you view the stock market—and more importantly, your reaction to it.

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