



## Why You Win or Lose: The Psychology of Speculation

By Fred C. Kelly

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2011 Reprint of 1930 Edition. A highly successful speculator shows how to use your skills as an amateur psychologist and a student of human nature to make money through the stock market. Written in a direct and affable style, "Why You Win or Lose" shares the secrets of an "outsider" on Wall Street, offering a valuable study of crowd reaction to market fluctuations. It identifies the four greatest enemies to stock market prosperity, showing how to recognize and avoid these pitfalls in instructive chapters such as "Vanity," "Greed," and "The Will to Believe." Kelly outlines the benefits of "contrary thinking" and illustrates how this style of thinking outside the box can lead not only to lucrative investments but to success in other endeavors as well.

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