

## Investment traps exposed: navigating investor mistakes and behavioral biases

Baker, H. Kent, author

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### Abstrak

Given the complex and challenging world of investing, what chance do individuals have navigating the financial minefield and emerging unscathed? Not much, unless they become knowledgeable about investment fundamentals, recognize and correct their mistakes and behavioral biases, and avoid traps strewn along their path. "Investment Traps Exposed" guides investors past such potential pitfalls as pyramid and Ponzi schemes to help them become more financially successful. "Investment Traps Exposed" helps investors and advisors increase their awareness about the external and internal traps that they or their clients can encounter. Baker and Puttonen not only examine common mistakes, assumptions and deceptions that can ensnare investors, affect sound judgment, and reduce wealth but also delve into how to recognize and avoid these errors. The authors present practical advice and real-world examples in a user-friendly manner, and also nudge investors to stay on the right course to mitigate misbehaving.