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Trade Catalogue

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One of the problems for young people getting started in investing is the confusing range of options, the expectation that it will take a long time and the fear of messing it up.

*Stop Waiting, Start Investing* will help build long term wealth using the stock market with only ten minutes of work.

Author Ryan King is a social media content creator with a following of nearly 100,000 people online across his various social media platforms and he is the founder of Making Money Simple (@makingmoneysimple), an online financial education platform.

*Stop Waiting, Start Investing* breaks down personal finance and investing in an accessible way using relatable and in-depth content. The perfect guide for anyone who wants to begin their investment journey.

Publication date: 26/11/2024
We are all stuck in a money cage. Money isn’t the most important thing, but it is a thing and you can’t get away from it. Birth costs money and death costs money. So even if you hate talking about money, you need to know the basics, the same way you need to know how to cook yourself a simple meal.

The problem with most money books is that they are not written by practitioners and avoid hard truths. What a weathered investor knows is that stocks are not always good for the long run. They know that being stingy helps accrue wealth. They know the big thing when you buy property has nothing to do with the property. They know the big thing is less what happens to the markets in a day than if the entire system holds together. And they know what to look for if it’s time to pull out.

This new book will teach you a lifetime of money learnings distilled to a thin volume, like a basic cooking recipe you can follow.
Buffett’s Early Investments

*A new investigation into the decades when Warren Buffett earned his best returns*

By Brett Gardner

*Buffett’s Early Investments* investigates ten investments that legendary investor Warren Buffett made in the 1950s and 1960s – earning him his first millions – and uncovers unique insights in the process.

The book covers the role activism had in driving Buffett’s early returns and the research methods Buffett used to uncover unique insights regarding the investments he made.

*Buffett’s Early Investments* helps readers understand how history’s greatest ever investor really made his returns in the years where he produced his best numbers – and what that means for investors today.

Publication date: 05/11/2024
New technologies are an investment minefield. Putting money behind them means taking a risk on unproven ventures, often from inexperienced (and potentially unscrupulous) developers. While some will lead the investor to fantastic gains, many others turn out to be mere bubbles – a flimsy veneer of excitement and hype with little profitable at the core.

From cryptocurrencies, blockchain, the metaverse, Web3, and NFTs, to self-driving vehicles, delivery drones, solid state batteries, eVTOLs, and more, technology bubbles have been inflating and popping for many years. Each time a bubble pops, tens if not hundreds of billions of investment dollars disappear with them.

*Unicorns, Hype, and Bubbles* arms the reader with the tools required to differentiate between bubbles and genuine, sustainable technological revolutionaries.

Publication date: 22/10/2024
We all know that true wealth is about far more than money. Wealth is friends, family, health, a vocation, command of your time, leisure, and whatever else is important to you. And yet, we are all guilty of acting as if money alone is wealth and an end in itself.

How do we navigate these crossroads to find the right balance between monetary wealth and true, soulful wealth? In The Soul of Wealth, Daniel Crosby presents 50 short essays which explore what wealth really is and provides practical suggestions for how to change your thinking and your actions in small, powerful ways, for a wealthier life.

The Soul of Wealth is the ultimate compendium of the world’s best behavioral finance and personal finance knowledge. It will challenge thinking, rekindle forgotten truths, and empower you to embrace a new relationship with your money.

Publication date: 15/10/2024
What are the secrets to a healthy, happy, and wealthy retirement? To answer that question, Morningstar columnist and podcaster Christine Benz asked 20 retirement thought-leaders to go deep on a single lesson that they believe contributes to success in retirement.

These lessons range from nitty gritty financial matters to quality-of-life considerations that help pre-retirees and retirees maximise their ‘time on earth’ allocations.

Christine Benz is director of personal finance and retirement planning for Morningstar and senior columnist for Morningstar.com. She has been widely quoted in the media, including The New York Times, The Wall Street Journal, Barron’s, and CNBC. Barron’s named her to its list of the 100 most influential women in finance in 2020 and 2021, and as one of the 10 most influential women in wealth management in 2021.
Over the past 20 years, the private equity industry went from a cottage industry to a powerful juggernaut that touched every corner of the global economy. Private equity is an important investment allocation for public and corporate pension funds, university endowments, non-profit foundations, hospitals, insurance companies, families, and sovereign wealth funds worldwide.

Private equity owned businesses are everywhere around us and touch every aspect of our daily lives. In *Private Equity Deals*, Ted Seides gives an insight to the conversations that typically happen behind the closed doors of institutional investors and private equity managers.

Through a series of case studies across different types of private equity transactions, *Private Equity Deals* shares the dynamics of deal making, companies, and ownership that make private equity a force in the world.

Publication date: 10/09/2024
Anthony Pompliano writes a series of short letters to his daughter with a mountain of simple, practical advice and easy, actionable ideas about how to live an extraordinary life.

The advice includes why you don’t have to win every argument, how to live your life as a documentary, why it’s good to change your mind, how luck is not real, and why today is practice for tomorrow.

*How to Live an Extraordinary Life* is full of remarkably simple techniques, hacks and advice that anyone can implement. The secret to applying these changes, the author argues, is consistency.

Author Anthony Pompliano has 1.6m followers on X @APompliano, 427,000 followers on YouTube @AnthonyPompliano and 119,000 followers on Instagram @pompglobal and writes a daily newsletter to 250,000+ investors https://pomp.substack.com and his podcast, The Pomp Podcast, gets 2.5m downloads per month.

Publication date: 10/09/2024
You Weren’t Supposed to See That
Secrets every investor should know
By Joshua Brown

You Weren't Supposed to See That is a collection of Joshua Brown's finest writing on how things really work in investing and on Wall Street.

Drawing on 15 years of his blog The Reformed Broker, the most-read financial blog in the world, the author revisits, updates, and expands on the best of his wildly popular writing.

Joshua Brown is the co-founder and CEO of New York-based Ritholtz Wealth Management, managing over $2 billion for high net worth investors, corporate retirement plans and foundations. He is followed by both private and professional investors and his X account has 1.1m followers (@Downtown).

Publication date: 03/09/2024

Also by the same author:
Edward R. Dewey was chief economist in the Hoover Administration and tasked by President Hoover to figure out what caused the 1929 stock market crash and ensuing depression.

In the course of his extensive investigations, he became convinced that something important was missing from our collective knowledge of how economies and societies work – a working knowledge of cycles. He was joined in his quest to establish a “science of cycles” by other leaders of his time, including Ivy League scientists, Smithsonian Directors, Industrial CEOs, Ambassadors, and political leaders.

This trading classic, now back in print, was first published in 1971. *Cycles* was Dewey’s answer to President Hoover’s question and to many more questions which had arisen from his decades of research.

Publication date: 19/03/2024
The World’s Simplest Guide to the Stock Market

An introduction to companies, stocks, and making money from investing

By Edward W. Ryan

The World’s Simplest Guide to the Stock Market provides a crash course on the essentials of stocks and the stock market. This new book is the ideal first read for anyone new to stocks, but is also useful for someone looking for a refresher on the basics.

A new title from the author of The World’s Simplest Stock Picking Strategy. In plain language the book gives clear answers to key questions such as:

• What is a company, how do companies grow, how do companies raise money, and how does a company go public?
• What is a stock, what causes stock prices to move, and what do investors experience when they own a stock?
• What are stock exchanges and how do they work, how do investors interact with exchanges, and what is an index?

Author Edward W. Ryan brings life to what can be complex and daunting topics. By drawing on his own experiences as both a personal investor and a professional in the investment industry, he provides real-world context that makes the material relatable and memorable.

Publication date: 16/04/2024
No Worries is a book for people who don’t want to agonise over money. This comprehensive personal finance guide is designed to help the reader avoid stress and manage their own finances to ensure a happier, more fulfilling financial life. Dillian argues that, if you get the big decisions right, then you don’t have to worry about the small decisions.

With practical, everyday principles, this book is a one-stop shop for dealing with a variety of financial problems.

Jared Dillian is the editor of The Daily Dirtnap, a popular market newsletter for investment professionals. He was a trader for Lehman Brothers, specializing in index arbitrage and ETF trading. Jared is an investment strategist at Mauldin Economics and has contributed to Bloomberg Opinion, Forbes and TheStreet.com. He tweets @dailydirtnap.

Publication date: 23/01/2024
A modern classic, *The Essays of Warren Buffett* is the book Buffett autographs most and likes best. Its popularity and longevity over three decades attest to the widespread appetite for this definitive statement of Mr. Buffett's thoughts that's uniquely comprehensive, non-repetitive, and digestible.

New and experienced readers alike will gain an invaluable informal education by perusing this classic arrangement of Mr. Buffett's best writings.

Publication date: 23/01/2024
Distribution only.
When planning for the future we often ask, “What will the economy be doing this time next year?” Or, “What will be different ten years from now?”

But forecasting is hard. The important events that will shape the future are inherently unpredictable. Instead, we should be asking a different question:

- What will be the same ten years from now?
- What will be the same one hundred years from now?

Knowledge of the things that never change is more useful, and more important, than an uncertain prediction of an unknowable future.

In *Same As Ever*, bestselling author Morgan Housel shares 24 short stories about the ways that life, behaviour, and business will always be the same. Armed with this knowledge of the unchanging, you will have a powerful new ability to think about risk, opportunity, and how to navigate the uncertainty of the future.

As you see familiar themes repeat again and again in the years ahead, you’ll find yourself nodding and saying, “Yep, same as ever.”

Publication date: 07/11/2023
Pathfinders
Extraordinary stories of people like you on the quest for financial independence — and how to join them!

By JL Collins

A new book from JL Collins, the international bestselling author of *The Simple Path to Wealth*. *Pathfinders* is designed to be a companion book to *The Simple Path to Wealth* and explores the journeys of people who had taken the message from *The Simple Path to Wealth* to heart and adapted it to their own unique life situations.

This new book is a practical guide, divided into chapters with contributions from fans and followers of JL Collins, each opening with an essay from the author.

The book features perspectives from USA, UK, Canada, Australia, New Zealand, Japan, Switzerland, Austria, Belgium, Taiwan, Russia, Ukraine, Portugal, India, Italy, Nigeria and the Philippines. *The Simple Path to Wealth* has been translated into many languages including Japanese, Korean, Russian, German, Spanish, Arabic, Simplified and Traditional Chinese, Thai, Vietnamese, Polish, Romanian, Portuguese (Portugal only and Brazil), Marathi, Bulgarian and Dutch.

Publication date: 31/10/23
This second volume of *Trend Following Masters* features conversations with great psychologists and behavioral scientists, including Annie Duke, Alexander Elder and Daniel Kahneman.

Encouraged by Michael’s skilled and knowledgeable questions, the legendary guests reveal the best of their wisdom, guidance, and ideas to help you manage your trading mindset. It is the ultimate mentorship circle serving one goal: to give everyone the chance to learn how to profit in the markets.

Michael Covel’s Trend Following podcast has delivered millions of listens across 80+ countries for over a decade. On the podcast, Michael invites you to take a seat next to him as he interviews the world’s top experts in investor psychology.

Covel is the bestselling author of many books including *Trend Following*, *The Complete Turtle Trader*, *Trend Commandments*, *The Little Book of Trading* and *Trend Following Mindset*. He tweets @Covel and has over 41,000 followers. His previous books have been translated into many languages including: Arabic, Traditional and Simplified Chinese, French, German, Hungarian, Korean, Japanese, Polish, Portuguese, Romanian, Russian, Thai, Turkish and Vietnamese.
Ana Lorena Fábrega is an award-winning edupreneur, writer, and Chief Evangelist at Synthesis. Growing up, she attended ten schools in seven different countries. She earned her BS in Childhood Education and Special Education from New York University and taught elementary school. Today, Ana writes a newsletter to nearly 200,000 readers about the promise of alternative education and has over 160,000 X followers @anafabrega11.

In *The Learning Game*, Fábrega maps the school lessons we need to unlearn and challenges us to rethink education: instead of telling kids what to believe, what if we helped them learn how to think for themselves? What if we encouraged them to take risks and tackle projects of their own?

The author considers how in the real world, the people who succeed are the ones who know how to teach themselves anything. *The Learning Game* will appeal to parents and anyone whose job involves helping others learn, including managers, consultants and people looking to master their craft, learn a new job skill, earn a promotion, or become an entrepreneur.

Publication date: 05/09/2023
The Valuation Book
How to value businesses and shares – an introductory guide for investors, managers, and more
By Kenneth Lee, Matthias Meitner, Neil Pande, and Mark Aleksanyan

The Valuation Book contains the tools needed to make a robust valuation of a business. No detailed prior knowledge of business valuation is required – the book covers everything you need to know, including how to read relevant parts of company accounts and the valuation tools that are used by professionals. Written by academics who are also practitioners, the book is a comprehensive introductory valuation guide for investors, managers, accountants, lawyers and anyone else who needs to value a business.

ISBN: 9780857199492 | Paperback: £29.99 | Publication date: 01/10/24

Let's Go!
How great leaders shape the future
By Jamie Ramsden

Author Jamie Ramsden has thrived in the leadership world as a successful executive, an elite coach, and an academic. Let’s Go! lays out his own powerful leadership framework, which merges hands-on business knowledge with profound insights into human motivations. The effective leader is a role model, a community builder, a sense maker, and a future shaper. Let’s Go! empowers executives and leaders to elevate their game, better understand themselves and their world, and live to their fullest potential.

ISBN: 9781804090756 | Paperback: £17.99 | Publication date: 14/05/24

New and coming soon
Every investor wants a dependable advantage that enables them to beat the market. Every investor wants an edge. One such edge, long thought to be accessible only to institutional investors, can be found in event-driven investing strategies. These strategies allow you to recognise and take advantage of the effect of corporate events on the price of stocks: events including mergers and acquisitions, stock buybacks, and spin-offs. Accomplished multi-strategy investor Asif Suria provides a simple, in-depth introduction to these highly profitable strategies, making them available to all investors.

ISBN: 9781804090497 | Paperback: £24.99 | Publication date: 21/05/24

Your decisions matter more than you think. Despite popular belief, the most underestimated risk facing our generation is not economic, political, cyber or even climate risk. It’s human decision risk. And it’s rising. In today’s noisy, fast-paced world, it’s hard to hear what really matters – amplifying a rush to misjudgement. Behavioural scientist and award-winning Fortune-500 advisor, Nuala Walsh understands how to master the art of judgement. She explains why decision-makers tune out at milestone moments and champions an underestimated source of power, influence and relative advantage – tuning in to what matters when it matters most.

ISBN: 9780857199959 | Paperback: £15.99 | Publication date: 26/03/24
The biggest hurdle in trading can be the trader’s inability to take ideas based on sound analysis and trade them effectively in the financial markets. Far too often traders look back with regret at what they could have achieved if only they had done what they intended to do, and not what they actually did. This book is an exploration into the inner world of trading, and the inner reaches of the trader’s mind, soul and heart. The book is based on the experience of the author who spent nearly a quarter of a century as a professional trader, plus over a decade coaching traders at many of the world’s leading trading firms. Steven Goldstein is one of the leading coaches in the financial markets industry.


A revised and updated edition of Unknown Market Wizards with new material in every chapter. Jack Schwager returns to interview the traders from the 2020 book, asking how they navigated the unprecedented markets of 2020–2022, including the pandemic bear market, rising inflation, and the emergence of another bear market. All chapters have been updated with exclusive new interviews. An invaluable collection of trading wisdom, brimming with insights that will help all traders improve their outcomes. Over one million Market Wizards have been sold and over 72,000 copies of the Hardback book have been sold since publication in 2020.

At a time when a record number of people are investing in the stock market, this book by award-winning financial writer Nicolas Bérubé reveals how any investor can get rich and beat the professionals at their own game by investing less than an hour a year of their time. Admitting that he felt like a ‘zero’ after his first mistakes as a beginner investor, Bérubé never stopped trying to understand what separates the winners from the losers. He observes how the greatest investors around the world think and act, meeting and interviewing many of them. Using the latest research, he identifies proven and accessible ways to invest, and offers concrete advice on how to get started or take control of your investments today.


From the author of the best-selling *Naked Trader*, this new book reveals Robbie Burns’ latest and most profitable trading strategies. Readers will learn the best places to find great shares, how to plan trades properly, what it takes to make massive profits and approaches to put trading plans into action. Perfect for experienced traders as well as those new to the markets.

The Secret Wealth Advantage
How you can profit from the economy’s hidden cycle
By Akhil Patel

The Secret Wealth Advantage guides the reader through the financial markets and their cycles to help them make better investment decisions. A unique take on property and stock market cycles using data and historical analysis drawn from over two hundred years and multiple countries, the book provides practical guidance on the times to be in and out of the markets. It will help readers secure their financial futures by taking advantage of wealth building periods or preserving their capital during periods when markets tank.


Four Ways to Beat the Market
A practical guide to stock-screening strategies to help you pick winning shares
By Algy Hall

Investors in stocks are faced with two major problems: how to find and interpret the most useful data from company accounts and how to whittle down the list of thousands of public companies into a smaller pool of candidates for further research. In Four Ways to Beat the Market, financial journalist Algy Hall provides the solution to both problems and helps investors in their quest to pick winning shares. The book contains many other hints, tricks and tactics for investors and will help readers spot the best stocks and avoid the duds.

ISBN: 9780857199416 | Paperback: £24.99 | Publication date: 16/05/2023
Hidden Genius

The secret ways of thinking that power the world’s most successful people

By Polina Marinova Pompliano

Hidden Genius is based on Polina Marinova Pompliano’s popular Substack writings – The Profile – where she studies the most successful and interesting people and companies in business, entertainment, tech and sports.

The author routinely profiles influential figures and has interviewed The Rock, Melinda Gates, Danny Meyer, Steve Case, Chamath Palihapitiya and Alexis Ohanian. Polina tweets @polina_marinova and has over 130,000 followers. Her @ProfileRead account has over 16,000 followers.

Polina previously spent five years at Fortune where she wrote more than 1,300 articles and earned the trust of prominent investors and entrepreneurs. Hidden Genius will appeal to a broad audience including self-improvers, business leaders, creatives and all smart thinking readers.

Publication date: 20/06/23
The Illusion of Choice
16½ psychological biases that influence what we buy
By Richard Shotton

A new book from the bestselling author of The Choice Factory, The Illusion of Choice explores how behavioural science can be practically applied to advertising.

Drawing on a wide range of behavioural biases, The Illusion of Choice identifies the 16½ most important psychological quirks – from the peak-end rule to the power of precision – that anyone in business needs to be aware of. The author focuses on how each should be practically applied to advertising.

Richard Shotton has worked in the advertising industry for 20 years. He has over 39,000 followers on X and over 267,000 followers on LinkedIn. He regularly writes for Campaign, The Drum, WARC, Mediatel, AdMap, Market Leader, Huffington Post and Media Guardian. The Choice Factory was the Winner of the Sales and Marketing Category at the 2019 Business Book Awards and has been translated into Chinese (Simplified and Traditional), Czech, Hungarian, Italian, Korean, Portuguese, Russian, Spanish, Turkish and Vietnamese.

Publication date: 28/03/2023
In *Best Loser Wins*, respected trader Tom Hougaard explains how his high-stake approach to trading allowed him to make millions. He is the winner of multiple trading competitions and on one occasion traded £25,000 into more than £1 million over the course of a year.

*Best Loser Wins* is about mindset psychology and self knowledge. The book explains how traders by thinking differently can elevate their game from mediocre and sporadic to excellent and consistent. Normal thinking leads to normal results. For exceptional results, traders must think differently.

Tom is followed by 13,000 people on Telegram where he posts his live trades, including live entries and exits, leaving him nowhere to hide.

Over 58,000 copies sold worldwide since publication in April 2022.

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Publication date: 16/08/22
Everyone faces big questions when it comes to money: questions about saving, investing, and whether you’re getting it right. Many answers provided by the financial industry have been based on belief and conjecture... until now.

In *Just Keep Buying*, Data Scientist and popular blogger Nick Maggiulli uses real data and evidence to answer the biggest questions in personal finance. You will learn why you need to save less than you think, why saving up cash to buy market dips isn’t a good idea and how to survive during a market crash.

Nick is the creator of the popular OfDollarsAndData.com blog and has over 162,000 engaged X followers. He tweets at @dollarsanddata.

Over 200,000 copies sold worldwide since publication in April 2022.

“*Just Keep Buying* is the ideal combination of thoughtful and actionable. Maggiulli not only uses evidence to guide his suggestions, but he is also among the best at boiling everything down into ideas that are easy-to-understand and apply.”

– James Clear, #1 New York Times bestselling author of *Atomic Habits*

Hardback: £22.00 Paperback: £14.99
Publication date: 12/04/22
The third volume of *The Deals of Warren Buffett* traces Warren Buffett’s journey as he made Berkshire Hathaway the largest company in America.

The book covers detailed analysis of the deals of the world’s greatest investor, Warren Buffett, in the years when Berkshire Hathaway became the largest company in America.

This third volume in a series of four books follows Buffett’s journey from 1989 to 1998 as Berkshire shares jump 14-fold from $4,700 to $68,000 and its market cap grew from $5bn to $100bn.

It covers the period Buffett made investments in companies including: Wells Fargo, USAir, American Express, The Shoe Group, Helzberg Diamond Shops, RC Willey, FlightSafety International, Dairy Queen, NetJets, and General Re.

Publication date: 23/11/2021
At a time when interest in stock investing is surging, *The World’s Simplest Stock Picking Strategy* provides a simple and successful strategy – showing how to invest in companies that stand out in everyone’s daily life.

Technology and user-friendly apps like Robinhood have given people easy access to the markets through their mobile devices but many people have no guidance or plan. This book provides a practical strategy to pick stocks and invest in a more disciplined way for greater success.

Wall Street equity adviser Edward W. Ryan describes the investment strategy he has used for his own personal investments for the last ten years and shows you, step by step, with full practical guidance, how to put it into practice yourself.

Publication date: 16/11/2021
New York Times bestselling author Dr Daniel Crosby brings the insights of behavioral finance to investors and traders everywhere, in this applied and accessible book.

Throughout, anecdotes, research, and graphics illustrate the lessons in memorable ways and Crosby provides clear, concise direction on what to think, ask, and do next to become a better investor.

This edition features a foreword from bestselling author of *The Psychology of Money*, Morgan Housel.

An accessible and practical guide to investing psychology, *The Laws of Wealth* provides the reader with a unique perspective on investing, written by a clinical psychologist who also works as an asset manager.

*The Laws of Wealth* (original hardback) was awarded a gold medal in The Axiom Business Book Awards 2017.

Publication date: 30/03/2021
In *The Smart Money Method*, the stock-picking techniques used by top industry professionals are laid bare for investors. This is the inside track on how top hedge funds pick stocks and build portfolios to make outsize returns.

Written by one of the leading commentators on fraud and aggressive accounting, Stephen Clapham spent 20 years as an equity analyst at different investment banks and is the founder of Behind the Balance Sheet, a leading investment research and investor training consultancy.

Clapham highlights the techniques to beat the market – he shows where to find great stock ideas, teaches how to access the quality of the business and explains his process to formulate the final decision to purchase. Split into 14 digestible chapters, the author shows how to monitor your portfolio and how to decide when to sell.

Publication date: 24/11/2020
An insightful collection of short essays from 25 of the most thoughtful and interesting leading finance professionals on how they manage their own money.

Taken as a whole, these essays powerfully demonstrate that there is no single ‘right’ way to save, spend, and invest. We see a kaleidoscope of perspectives on stocks, bonds, real assets, funds, charity, and other means of achieving the life one desires.

Very few financial professionals have ever written about their own personal finances and investments until now. Inspired by a hugely popular blog post by Josh Brown, an on–air contributor to CNBC television each week for the past decade. Josh Brown has one of the largest social media followings in the industry with over one million X followers.

With contributions from high–profile experts including Morgan Housel, Christine Benz, Brian Portnoy and Joshua Brown.

Publication date: 17/11/2020
An international bestseller with over 4 million combined copies sold and over 45,000 Amazon.com customer reviews.

Award-winning writer and social media sensation Morgan Housel shares short stories exploring the strange ways people think about money. Inspired by a blog post read by over one million people, the book takes a unique look at misconceptions and common flaws that take place when people think about money and investing, arguing that finance is not just about what you know. It’s about how you behave.

Writer and high-profile financial blogger Morgan Housel has over 500,000 highly engaged X followers and The Psychology of Money won the gold medal at the Axiom 2021 Business Book Awards in the Personal Finance/Retirement/Investing category. Housel is a former columnist at The Motley Fool and Wall Street Journal and has a huge international fan base. He regularly speaks at events, appears on podcasts, television and radio shows.

Publication date: 08/09/2020
The Behavioral Investor takes an applied look at how psychology ought to inform the art and science of investment management.

Psychologist and asset manager Dr Daniel Crosby examines the sociological, neurological and psychological factors that influence investment decisions and offers practical solutions for improving both returns and behavior.

Readers will be treated to the most comprehensive examination of investor behavior to date and will leave with concrete solutions for refining decision-making processes, increasing self-awareness and constraining the fatal flaws to which most investors are prone. Wealth, truly considered, has at least as much to do with psychological as financial wellbeing.

ISBN: 9780857196866 | Hardback £25
Publication date: 16/10/2018
How does money figure into a happy life? Behavioral finance expert Brian Portnoy delivers an inspired answer, building on the critical distinction between being rich and being wealthy. While one is an unsatisfying treadmill, the other is the ability to underwrite a meaningful life, however one chooses to define that. Truly viewed, wealth is funded contentment.

In this accessible and entertaining book, Portnoy reveals that true wealth is achievable for many – including those who despair it is out of reach – but only in the context of a life in which purpose and practice are thoughtfully calibrated.

Publication date: 11/06/2018
Before you can influence decisions, you need to understand what drives them. In *The Choice Factory*, Richard Shotton sets out to help you learn.

By observing a typical day of decision-making, from trivial food choices to significant work-place moves, he investigates how our behaviour is shaped by psychological shortcuts. With a clear focus on the marketing potential of knowing what makes us tick, Shotton has drawn on evidence from academia, real-life ad campaigns and his own original research.

Supporting his discussion, Shotton adds insights from new interviews with some of the smartest thinkers in advertising, including Rory Sutherland, Lucy Jameson and Mark Earls.

**Publication date: 12/02/2018**
My Money Journey

How 30 people found financial freedom – and you can too

By Jonathan Clements

30 inspirational stories from ordinary Americans setting out their journeys to financial independence. My Money Journey will appeal to those interested in financial independence and anyone planning retirement. Jonathan Clements is the author of nine books on personal finance and spent almost 20 years at the Wall Street Journal, where he was the newspaper’s personal finance columnist.


Trend Following Masters – Volume One

Trading conversations

By Michael Covel

Michael Covel is the voice behind the hugely successful Trend FollowingTM Radio. This first volume of Trend Following Masters features Michael’s conversations with great trend following traders, including: Bill Dreiss, Harold de Boer, Jerry Parker, Tom Basso, Larry Hite, Martin Bergin, Niels Kastrup-Larsen, Eric Crittenden, Donald Wieczorek, and Robert Carver. Covel is the bestselling author of many books including Trend Following, The Complete Turtle Trader, Trend Commandments, The Little Book of Trading and Trend Following Mindset.

ISBN: 9780857198167 | Hardback: £30 | Publication date: 28/02/2023
Creativity is all around us. In this entertaining collection of real-life stories, Dave Trott applies his crystal-clear lens to define what genuine creative vision looks like. This new title follows the hugely successful *Creative Blindness* and *The Power of Ignorance*. Dave Trott’s illustrious advertising career spans 45 years. He is the author of many books and has almost 58,000 X followers @davetrott. Trott has a hugely popular blog: davetrott.co.uk and writes a regular column for *Campaign* magazine. He is a regular global public speaker.

Investing backlist

The Intelligent Fund Investor
Practical steps for better results in active and passive funds
By Joe Wiggins

Shut Up and Keep Talking
Lessons on life and investing from the floor of the New York Stock Exchange
By Bob Pisani
ISBN: 9780857199218 | Hardback: £25 | Publication date: 18/10/2022

Soul in the Game
The art of a meaningful life
By Vitaliy Katsenelson
ISBN: 9780857199072 | Hardback: £25.99 | Publication date: 21/06/2022

The Case for Long-Term Value Investing
A guide to the data and strategies that drive stock market success
By Jim Cullen
ISBN: 9780857199478 | Hardback: £30 | Publication date: 12/04/22

The End of the Everything Bubble
Why $75 trillion of investor wealth is in mortal jeopardy
By Alasdair Nairn
Iceland’s Secret
*The untold story of the world’s biggest con*
By Jared Bibler
ISBN: 9780857198990 | Hardback: £22.99 | Publication date: 05/10/2021

Invest Your Way to Financial Freedom
*A simple guide to everything you need to know*
By Ben Carlson and Robin Powell

The Asian Financial Crisis 1995–98
*Birth of the age of debt*
By Russell Napier
ISBN: 9780857199140 | Hardback: £39 | Publication date: 20/07/2021

Man of the Futures
*The story of Leo Melamed and the birth of modern finance*
By Leo Melamed
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