

## SUGGESTED READINGS

### GENERAL [psychology and decision making]

***Thinking, Fast and Slow***, Daniel Kahneman 2011, Farrar, Straus and Giroux

Should be required reading for modern *homo sapiens*. Lucid, engaging description of basic cognitive processing and behavioral anomalies at the heart of a wide range of human decision-making including investing.

***Misbehaving: The Making of Behavioral Economics***, Richard H. Thaler 2015, W.W. Norton

Intellectually challenging and entertaining account of history of shift in economic theory from *Econs* to *Humans*

***Incognito: The Secret Lives of the Brain***, David Eagleman 2011, Pantheon Books

Engaging presentation of research on non-conscious processing of all sorts of information; asks: who is running the ship?

***Nudge: Improving Decisions About Health, Wealth, and Happiness***

Richard H. Thaler and Cass R Sunstein 2008, Yale University Press

Explores examples of applying *Human* vs *Econ* model to social policy and individual welfare

---

***Your Money & Your Brain***, Jason Zweig 2007, Simon & Schuster

Secondary source; entertaining coverage of human anomalies and heuristics from many areas, focusing on investing, betting and more.

---

### INVESTING

***If You Can***, William J. Bernstein 2014,

<https://dl.dropboxusercontent.com/u/29031758/If%20You%20Can.pdf>

FREE DOWNLOAD !!: 'Cliff-notes' version of below;

**GIVE THIS TO YOUR KIDS OR ANY YOUNG PERSON YOU KNOW**

***The Four Pillars of Investing***, William J. Bernstein 2010, McGraw Hill

The best single book on investing I have come across in 50 years

***All About Asset Allocation***, Richard A. Ferri 2010, McGraw Hill

How to think about valid technical approaches to selecting investment assets