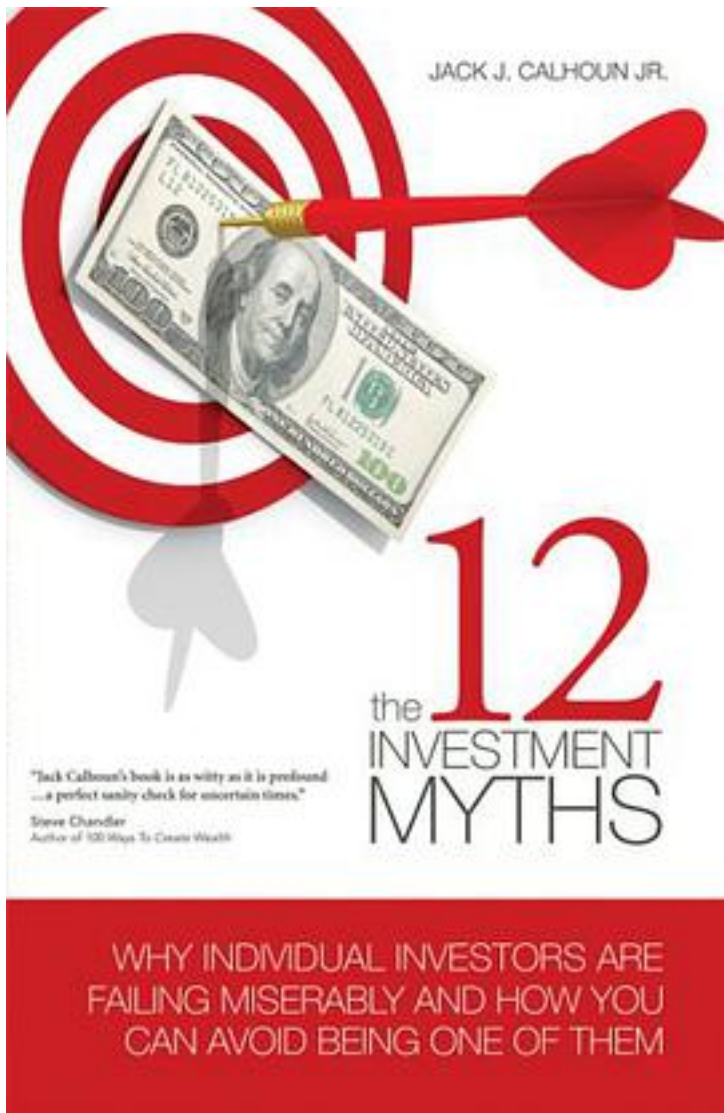


The 12 Investment Myths



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Over time, the stock market creates great wealth for investors. And yet, most investors do not become wealthy by investing in the stock market, instead having experiences that range from inadequate to disastrous. So why the disconnect? The answer is found in a set of widely held, mistaken beliefs about what it takes to be a successful investor. At first glance, these investment myths seem grounded in logic. In reality, though, these beliefs provide investors with perfect blueprints for investment failure by encouraging in them an emotion-driven, trading-intensive mentality. These myths are propagated by Wall Street, which reaps huge profits from this behavior and by the financial media that is starving for sensationalistic content. As an independent investment advisor, Jack Calhoun has spent much of the past 15 years educating investors about the dangers of these mistaken ideas. In (i)The 12 Investment Myths(/i), he explores and debunks these myths one-by-one and in the process sets investors on a path to harness the tremendous wealth-creation machine that is the stock market.

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杰克·J.小卡尔霍恩，亚特兰大最大投资顾问公司——资本指导有限责任公司(Capital Direction LLC www.capdir.com)的投资顾问。拥有美国乔治亚大学新闻学学位和15年投资顾问阅历的他，对于投资有着广泛而深入的研究，并经常就投资问题给美国个人投资者协会和格鲁吉亚的注册会计师协会等相关专业俱乐部开展讲座。同时，他也是《华尔街日报》《商业周刊》《投资者》等著名报刊的顾问和专栏评论家。

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