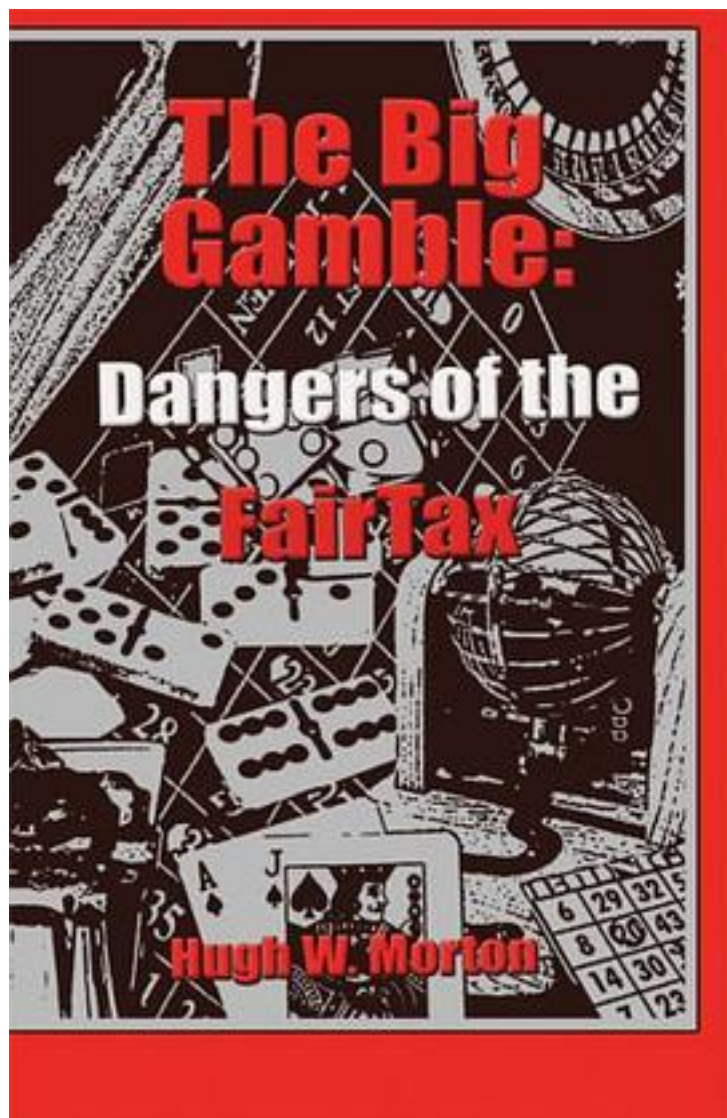


The Big Gamble



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"The Big Gamble" takes you on an armchair journey from the tulip fields of 17th century Holland and the South Seas to the gaming tables in Las Vegas. Discover how economic bubbles form, and learn about an "early warning system" you can use to either avoid the next one or wisely capitalize on it. In plain English, without jargon or blue-sky economic theory, discover: Why you're not really "playing it safe" when you invest conservatively, even in U.S. Treasury bills or mutual funds. Nine financial risks you need to watch out for when building a portfolio or allocating investments in your 401(k) plan. The twelve cardinal rules of speculating that are critical to successfully making your assets grow. Why you should think twice before sinking your life savings into economic icons like General Motors or Wal-Mart. Three surefire economic signals that will show you the "next big thing" and identify potential bubbles when they are beginning.

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