

MARKETS NEVER FORGET



But
People
Do

How Your Memory Is Costing You Money—
and Why This Time isn't Different

KEN FISHER

New York Times bestselling author

with Lara Hoffmans

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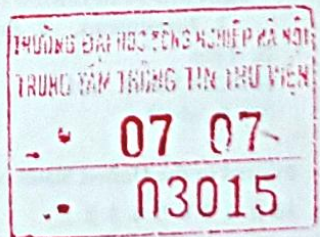
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