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Women of The Street: Why Female Money Managers Generate Higher Returns (and How You Can Too)

M. Jones

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Why would an investor care whether a money manager wears Louboutins or loafers? Because money--how to keep it and how to make more of it--is on everyone's mind. And research shows it pays to invest with or like a woman.
Study after study shows that women invest differently than men. From less overconfidence, overtrading, and testosterone to a greater tolerance for market noise and a more consistent application of investment strategy, there are a number reasons why women approach investing in a unique way. Women create both cognitive and behavioral "alpha" with their investment style which contributes over the long-run to outsized investment returns. *Women of The Street: Why Female Money Managers Generate Higher Returns (And How You Can Too)* looks at behavioral and biological investment research to explore how women think about investing, and to determine why women may have a money management edge. The book then identifies and interviews 11 top female "market wizards" in hedge funds, private equity, venture capital, and other asset classes to see how women's innate investing characteristics translate in different strategies and markets into significant profits. The conversations provide market wisdom that can enhance your portfolio, regardless of your gender. It also provides interesting "insider information" on the financial industry. And finally, *Women of The Street* provides role models for the next generation of female money managers.

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Precisely why? Because this Women of The Street: Why Female Money Managers Generate Higher Returns (and How You Can Too) is an unordinary book that the inside of the reserve waiting for you to snap it but latter it will distress you with the secret the idea inside. Reading this book alongside it was fantastic author who else write the book in such wonderful way makes the content within easier to understand, entertaining method but still convey the meaning thoroughly. So , it is good for you for not hesitating having this any more or you going to regret it. This amazing book will give you a lot of advantages than the other book have such as help improving your proficiency and your critical thinking way. So , still want to hold up having that book? If I were being you I will go to the guide store hurriedly.

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