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a formula that seeks out
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Greenblatt explains it
using 6th grade math,
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and why the formula
will continue to work
even after everyone
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of high returns and low risk. That first generation commonly described people as “irrational”—succumbing to cognitive and emotional errors and misled on their way to their rational wants.

The second generation describes people as normal. It begins by acknowledging the full

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normal wants and their
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expressive, and emotio
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normal wants from P
errors, and offers
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errors on the way to
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wants. People ' s
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emotional shortcuts
and errors, underlie
answers to important
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family offices. By way
of background, a
family office is a
company, or group of
people, who manage
the wealth a family has
gained over

generations. The term
family office has
an element of cachet,
and even mystique,
because it is usually
associated with the

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mega – wealthy.

However, practically
speaking, virtually any
family that manages its
investments

independent of the size
of the investment pool
could be considered a
family office. The
difference is mainly
semantic. DIY
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step – by – step
process through which
investors can take
control of their
hard – earned wealth
and manage their own
family office. Our
research indicates that
what matters in
investing are
minimizing psychology
traps and managing
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discuss in this book, we should resist the gut reaction to hire experts. We suggest that investors maintain direct control, or at least a thorough understanding, of how their hard – earned wealth is managed. Our book is meant to be an educational journey that slowly builds

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