

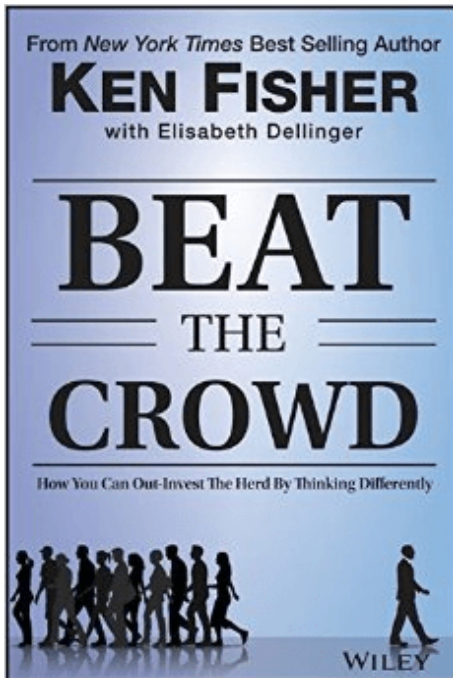
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*NEW YORK TIMES BEST SELLER*

## Beat The Crowd

How you can out-invest the herd by thinking differently



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Few realize these supposed contrarians form their own crowd that behaves as herd-like as the masses they're trying to outsmart. Avoiding the masses' follies requires seeing through both crowds, thinking differently and discovering viewpoints neither crowd can fathom.

As founder and Executive Chairman of Fisher Investments, Ken Fisher oversees assets for more than 175 institutions worldwide and tens of thousands of individual investors. In this, his 11th book, he shares the philosophy and tactics he uses to advise clients.

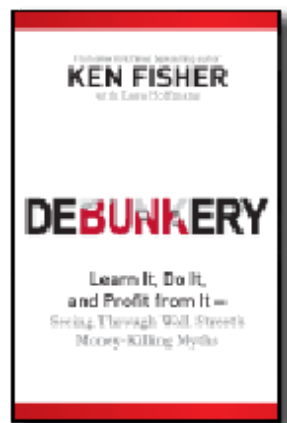


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