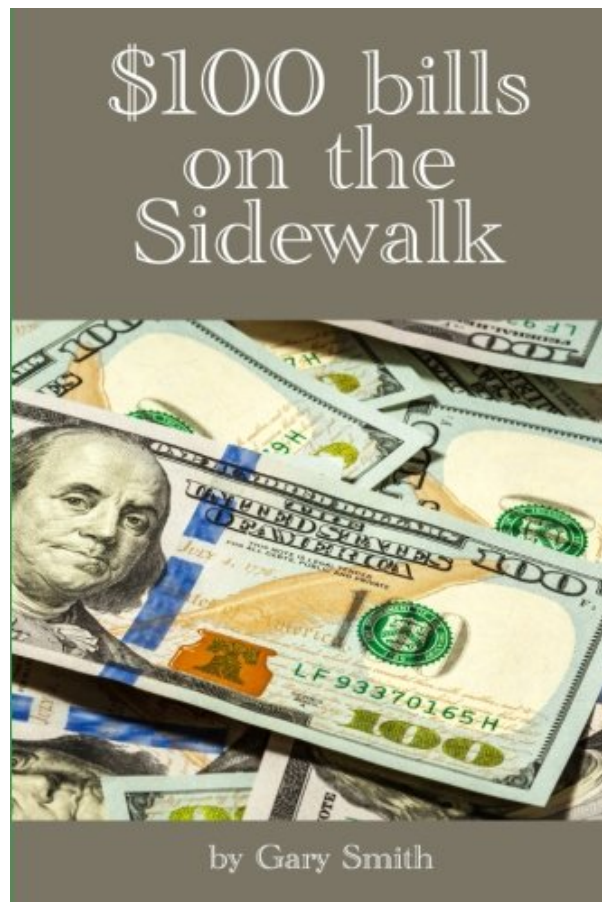


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About the Author

Dr. Gary Smith is the Fletcher Jones Professor of Economics at Pomona College. He has published eight college-level textbooks, two trade books, and more than eighty research papers. His research has been featured in various media including The New York Times, The Wall Street Journal, The Motley Fool, Newsweek, and BusinessWeek, CNBC, and WNYC. Gary was a keynote speaker on real estate at the Brookings Institution in Washington DC and the Mortgage Finance Industry Summit in New York City. His book Standard Deviations, Flawed Assumptions, Tortured Data, and Other Ways to Lie about Statistics, was chosen as a London Times Book of the Week. Gary received his BA in Mathematics with Honors from Harvey Mudd College and his PhD in Economics from Yale University.

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Two finance professors see a \$100 bill on the sidewalk. As one professor reaches for it, the other says, “Don’t bother; if it was real, someone would have picked it up by now.” Finance professors are fond of saying that financial markets don’t leave \$100 bills lying on the sidewalk, meaning that if there was an easy way to make money, someone would have figured it out by now. This is partly true—but only partly. Too often, investors buy stocks based on worthless information. Any news in, say, The Wall Street Journal, isn’t really news in that it has surely been embedded in stock prices already. It is not a \$100 bill on the sidewalk because what everyone knows isn’t worth knowing. On the other hand, stocks are sometimes mispriced—not because investors haven’t read the Journal, but because investors have overreacted or made other judgmental errors. The problem is not that investors do not possess information, but that they process information poorly. During speculative booms and financial crises, for example, financial markets leave suitcases full of \$100 bills on the sidewalk. \$100 Bills on the Sidewalk will help investors distinguish between genuine and counterfeit \$100 bills.

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By Will D.

A healthy balance of useful cautions and advice. The main message is that if it seems too good to be true, it probably isn't true. This sensible skepticism applies not only to get-rich-quick schemes, but also to the flimsy idea that you should buy a stock after reading a favorable news story about the company. On the other hand, Smith does explain some conventional and novel ways to make sensible investments. Among the

conventional ideas are to buy stocks with low prices relative to dividends and earnings. Among the novel ideas are to buy stocks with clever ticker symbols and avoid stocks with the most optimistic earnings forecasts.

If you are looking for get-rich-quick schemes, this is not your book. If you are looking for confirmation that patient, intelligent investing pays off, this is your book.

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