



CHAPTER 4

The Financial Factory, Emotional Misdirection, and Other Tools of the Trade

The financial factory imprisons conversations on investing by leveraging inaccurate terms, namely, fear and greed. Fear and greed both reside at the far ends of our psychological compass. Yet, the financial factory wants you to believe this is our daily MO. It is not. Far more common is the emotional middle ground. This middle ground represents our desire for safety, security, self-preservation, and hope. But when motives have been misapplied at the beginning of any discussion, it is hard to perceive anything but extremes from that point forward.

Context is definition. How and where defines the what. You must take the time to define what is of value to you. Otherwise, anybody can change your context and thereby change your perspective.

It was as cold as it was early on January 12, 2007, when music

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