

Smart Money Decisions: Why You Do What You Do with Money (and How to Change for the Better)

By Max H. Bazerman

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Praise for Smart Money Decisions

"If you need to negotiate anything . . . from a pay increase to buying or selling a house-this book covers all the bases. [Bazerman] has taught, tested, and proven his theories with thousands of executives and MBA students."-Donald P. Jacobs, Dean, J. L. Kellogg Graduate School of Management, Northwestern University

"Max Bazerman provides a fascinating, easy-to-understand look at how we make money decisions and offers sound advice that will help you increase your net worth."-Roger E. Stricker, PhD, Vice President, Intellectual Property, Lucent Technologies

"By holding a mirror up to our faces, Max Bazerman allows us to see all those dumb money mistakes each of us had no idea we were making."-Bill Bresnan, Financial Talk Show Host/Author


When it comes to money matters, even the smartest of us make some pretty dumb decisions. This groundbreaking book gives you the necessary tools to think through financial issues practically and avoid costly blunders.

A renowned expert in the field of decision-making and negotiation, Max Bazerman illustrates both how and why we make the decisions we do. He provides the essential understanding you need to identify your own approach to finances, recognize any inherent problems in your reasoning, and determine ways to overcome them. Packed with sound advice and expert recommendations, Smart Money Decisions is essential reading for anyone who has made the same mistake twice.



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Editorial Review

Amazon.com Review

Before you read the first chapter of *Smart Money Decisions*, kick yourself. Hard. Then do it again, just for good measure. Because no matter how hard you're able to pummel yourself, it won't match the impact you'll feel when you realize how much you overpaid for your house and your car, how badly you bungled your last job change, how you were suckered into buying an extended warranty because of a fearful scenario that a veteran salesperson planted in your head.

Max H. Bazerman is a professor of negotiation at Northwestern University. Unlike many of today's investment gurus, he's applied statistical models to numerous situations in which the price of a purchase was in flux. And he has concluded, beyond any doubt, that certain tactics will almost certainly save you money, while others put the power in someone else's corner, dooming you to pay a higher price than you might have otherwise. Now, you may already know that there's a mere 10 percent chance you'll use an extended warranty, and thus pass it up; about 60 percent of purchasers are able to resist. But you may not know that you should never let a real estate agent know the highest price you are willing to pay for a property. In fact, you're best off if the agent knows only how low the seller is willing to go. With a knowledge only of the floor and no idea what the ceiling is, guess where the price winds up? Right: hovering just over the carpet. There's more to this book than negotiation, though. One chapter persuades you to keep the value of your time in mind when making a purchase. For example, if you research and shop for 20 hours in order to save \$120 on a purchase, you've set the value of your time at \$6 an hour. (Would you like fries with that big-screen TV?)

Like the best investment books, *Smart Money Decisions* should have a permanent place on your shelves. You may need it only a few times a year, but you're virtually guaranteed to have more money at the end of the year. --*Lou Schuler*

From [Booklist](#)

Contemporary guides to financial planning and money management are now apparently obliged to consider the psychological aspects of personal fiscal behavior. The frequent result, however, often consists of New Age mantras or confusing psychobabble. Bazerman, on the other hand, grounds his guide in the behavioral aspects of decision making. He is a professor at Northwestern's Kellogg School of Management and author of *Judgment in Managerial Decision-Making* (1998) and *Negotiating Rationally* (1992). He begins here with a fascinating illustration of how otherwise sensible individuals can make foolish decisions. Students in Bazerman's class are offered the opportunity to bid on a \$20 bill; but given his unusual ground rules, they end up paying anywhere from \$20 to \$70 for it. He explains this behavior and goes on to identify the "top ten money mistakes." He shows them at work in decisions to buy a home, a car, insurance, and mutual funds, and in deciding whether to accept a job offer and how to manage one's time. Bazerman's unique perspectives make this an exceptional book. *David Rouse*

Review

"Buy this book! It contains all the stuff that a smart person like you ought to know, but probably doesn't." --*Tom Magliozzi, co-host, National Public Radio's "Car Talk"*

"By holding a mirror up to our faces, Max Bazerman allows us to see all those dumb money mistakes each of us had no idea we were making. Those dumb money moves, made by even the smartest among us, now

exposed and put into perspective, become the springboard from which the author teaches us the solutions. More often than not, those solutions have been staring us in the face all along...Read it!" -- *Bill Bresnan, Financial Talk Show Host/Financial Author*

"If you need to negotiate anything-from a pay increase to buying or selling a house-this book covers all the bases. What makes it even better is that Max has taught, tested and proven his theories with thousands of executives and MBA students. When it comes to needing expert opinions on getting the most from your money, they can be found in this book." -- *Donald P. Jacobs, Dean, Kellogg Graduate School of Management*

"It's your pocket book that Bazerman is protecting. Be smart enough to think about his advice. You'll be entertained in the bargain."(Howard Raiffa, Frank P Ramsey Professor of Managerial Economics (Emeritus), Harvard University) -- *Howard Raiffa, Frank P Ramsey Professor of Managerial Economics [Emeritus], Harvard University*

Users Review

From reader reviews:

Matthew Fry:

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Mae Marks:

Precisely why? Because this Smart Money Decisions: Why You Do What You Do with Money (and How to Change for the Better) is an unordinary book that the inside of the e-book waiting for you to snap this but latter it will zap you with the secret the item inside. Reading this book alongside it was fantastic author who else write the book in such awesome way makes the content on the inside easier to understand, entertaining way but still convey the meaning fully. So , it is good for you because of not hesitating having this anymore or you going to regret it. This amazing book will give you a lot of rewards than the other book possess such as help improving your expertise and your critical thinking means. So , still want to hold off having that book? If I were being you I will go to the e-book store hurriedly.

Patricia Gagliano:

In this era which is the greater particular person or who has ability to do something more are more important than other. Do you want to become one of it? It is just simple solution to have that. What you have to do is just spending your time almost no but quite enough to have a look at some books. One of the books in the top checklist in your reading list is actually Smart Money Decisions: Why You Do What You Do with Money

(and How to Change for the Better). This book that is qualified as The Hungry Inclines can get you closer in growing to be precious person. By looking upward and review this publication you can get many advantages.

Margarita Culbertson:

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