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BUSINESS



**The Money Answers Show**  
**Monday at 12 Noon Pacific**  
**November 1st 2010: "If I'm So Smart...Where Did All My Money Go?"**

Doug Warshauer founder of Kessler Warshauer Ventures, a highly successful private equity investment firm, feels that people who face financial challenges normally suffer from a deep sense of guilt and feel that their problems are their fault. At the same time, most people believe that they have above average intelligence. This creates a dissonance between the belief that they are smart and the reality of their financial problems. Here are the expectations that most families have: they will own two cars, a house, have all the trappings of a successful lifestyle like flat-screen TVs, iPhones,

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#### Featured Guest



##### Doug Warshauer

Doug Warshauer is the founder of Kessler Warshauer Ventures, a private equity investment firm. He developed the techniques presented in this book by modeling the prospects of hundreds of businesses.

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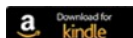
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