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**The Money Answers Show**  
**Monday at 12 Noon Pacific**  
**December 23rd 2013: Avoiding the most common big money mistakes that people make**

Our guest is Gary Belsky, author of *Why Smart People Make Big Money Mistakes*. Looking at the way we spend, save, borrow, invest and waste money, Gary Belsky reveals the psychology underlying irrational financial behavior. In this interview, Belsky explains how you can use the findings of behavioral finance to avoid making some of the most common big money mistakes that most people make. Some of the concepts he will discuss include "loss aversion," the sunk cost fallacy, the "status quo bias," "anchoring" and "information cascades" among others. Join us for this fascinating look at all the

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#### Featured Guest



##### Gary Belsky

Gary Belsky is a long-time journalist, speaker and author. He was editor of *ESPN the Magazine*, and was a writer at *MONEY Magazine*, *Crain's New York Business* and the *St. Louis Business Journal*. He is now the president of *Elland Road Partners* in New York City, which is a content strategy and execution firm with the website [www.ellandroadpartners.com](http://www.ellandroadpartners.com)

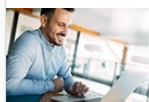
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