



!Es tu dinero! (Spanish Edition)

Nicolás Litvinoff

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Pese a que todos los días tomamos decisiones referidas al gasto y el ahorro personal, extrañamente la administración del dinero propio despierta dudas y temores cuando el monto disponible supera lo habitual. ¿Cómo invertirlo de manera segura y evitar al mismo tiempo que a largo plazo la inflación le reste valor? ¿Qué hacer para no perderlo todo en una apuesta de riesgo?

Estas preguntas y muchas otras que nos invaden con frecuencia encuentran respuestas prácticas en ¡Es tu dinero!, donde Nicolás Litvinoff nos enseña, además, a reflexionar sobre los errores que solemos cometer a la hora de manejar nuestras finanzas y a diseñar estrategias que se adecuen a nuestra personalidad, que nos hagan ganar dinero y a la vez nos resulten cómodas.

¡Es Tu Dinero!, más que finanzas personales.

Este libro pretende ser útil para todos los inversionistas: para aquellos iniciales que recién están dando sus primeros pasos en el mercado y requieren del vasto material aquí presente, y para los más experimentados, a quienes alentará a reflexionar sobre sus comportamientos habituales como no lo hicieron antes. Contiene un doble mensaje: por un lado, considera al de las finanzas un mundo abierto a quién desee conocerlo y comprenderlo, pero al mismo tiempo cuestiona el “tú puedes” tan de moda por estos tiempos. Sucede que para conseguir grandes resultados, si no se ven acompañadas por esfuerzo y herramientas, las buenas intenciones no bastan.

Por eso y porque el aprendizaje no debe resultar aburrido, ¡Es tu dinero! se propone entretener al lector con diálogos e historias ficticias de inversores, operadores y administradores de cartera, todos sumamente enriquecedores por las estrategias que despliegan y por su llamado a descubrirnos en tanto seres esencialmente emocionales que deseamos administrar nuestro dinero con ingenio y eficiencia.

También lo hace con breves biografías de quienes han sabido dejar una huella en este mundo y enseñarnos con sus acciones lo que otros no habrían podido ni siquiera con mil palabras. Finalmente, porque somos seres lúdicos por naturaleza, con numerosos ejercicios y tests que hablan, al fin y al cabo, de un juego: el de la vida financiera.

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