## Contents

Introduction: The Greatest Show On Earth	I
1. No One's Crazy	
	9
2. Luck & Risk	23
3. Never Enough	35
4. Confounding Compounding	45
5. Getting Wealthy vs. Staying Wealthy	55
6. Tails, You Win	69
7. Freedom	81
8. Man in the Car Paradox	91
9. Wealth is What You Don't See	95
10. Save Money	IOI
11. Reasonable > Rational	Ш
12. Surprise!	121
13. Room for Error	135
14. You'll Change	147
15. Nothing's Free	155
16. You & Me	165
17. The Seduction of Pessimism	175

## THE PSYCHOLOGY OF MONEY

18. When You'll Believe Anything	189
19. All Together Now	203
20. Confessions	211
Postscript: A Brief History of Why the U.S. Consumer	
Thinks the Way They Do	221
Endnotes	239
Acknowledgements	242

Designation of the