



Odds On: The Making of an Evidence-Based Investor

Matt Hall

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Odds On: The Making of an Evidence-Based Investor Matt Hall **Evidence Is the Key to Investment Success**

Odds On: The Making of an Evidence-Based Investor isn't just another investment advice book. It's a memoir, a manifesto, and a guide to the way investing should be. *Odds On* describes author Matt Hall's role in an ongoing revolution in the investment world: the shift from a traditional sales-driven, active-management model to a model that draws on academic evidence to better serve the real interests of investors.

Matt's story begins with his first exposure to Wall Street, where he becomes disillusioned with the traditional investing model due to its inability to truly help clients. He stumbles into the emerging evidence-based investing world, and learns how to help investors reach their goals through methods that reflect the limits of our abilities to predict which investments will deliver the highest returns.

Matt's unique approach to investing is built on a dual foundation of knowledge and purpose: knowledge gained through evidence-based strategies involving research, data, and logic, and purpose gained by personal reflection on what money and success truly mean. In *Odds On*, Matt's storytelling makes financial topics truly relevant and easy to understand, while his investment philosophy offers readers a chance to move beyond decisions based on anxiety and confusion, and manage wealth in ways that lead to greater success and a richer life.

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