

The Intuitive Investor: A Radical Guide For Manifesting Wealth

Jason Apollo Voss

Jason Apollo Voss (October 2010)

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When it comes to investing, readers can choose from a myriad of books that address investment strategies and investment vehicles. For the most part, every book about investing deals with the ins and outs of the financial marketplace and offers advice that relates to how and when to invest. In recent years, investment advice has also included cautionary statements about ways in which to ride out a chaotic market.

Jason Apollo Voss' *The Intuitive Investor* puts all of that aside and comes at investing from a completely different and, in fact, unique perspective. The author's contention is that most investors are missing opportunities because they are not using the right brain, which is responsible for creativity and intuition.

Voss does not make this claim lightly—he served as the co-Portfolio Manager of a fund managed by one of the nation's top-fifty-largest money management firms and says his fund earned exceptional returns even in recessionary times. Voss attributes his success to a "radical new way of investing" that leverages the power of the right brain.

Throughout *The Intuitive Investor* Voss includes anecdotes from his career to demonstrate the book's concepts in action, as well as self-assessments and exercises at the end of each chapter to put into practice the ideas discussed in the book. He covers a lot of ground, including "the four principles of the intuitive investor," why ignorance and fear can be "gifts," "seven essential investor attitudes," "seven essential investor behaviors," how to use mediation, how to cultivate creativity, and finally, "radical steps for wealth manifestation." Voss closes the book with real world "reports from the field" —stories about investment successes and failures—along with a "lessons learned list."

Some sections of the book are nothing if not provocative. For example, Voss makes a case for meditation being "the ultimate intuition vehicle." He explains ways in which the process helps an individual cut through "the jungle," which Voss defines as the ego, and "have a vector," or "overcome the distractions of the ego." This is heady, intriguing stuff.

The Intuitive Investor is engaging and comprehensive in its study of how intuition can play a defining role in determining investment strategies. Interestingly, this book should offer a reader much of value in the way of understanding intuition, even if investing is not a person's primary objective. *The Intuitive Investor* won't reveal any secrets about great investments, but it will teach investors to think differently about how they make their decisions.

BARRY SILVERSTEIN (March 1, 2011)

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