

# Paul Claireaux's work

## Testimonial from Dr George Cooper

This “foreword” to my new book series can be found in my most recent book, ‘Who misleads you about money?’ Use the ‘look inside’ feature on Amazon to [read this from the book here](#)

### Foreword

In his two-book series *Who misleads you about money* and *How we mislead ourselves about money*, Paul Claireaux uses his natural skill as an educator to teach his readers important lessons about personal finance. Paul avoids the trap of filling pages with dry charts of stock prices and statistical tables and instead turns his insight into a simple, often humorous narrative that people can really learn from.

Paul’s focus on our relationship with money is especially important. The latest research in behavioural science has shown that we humans are far removed from the perfectly rational calculating machines that economic and finance theory assumes us to be. When it comes to making decisions about money and investing, we humans are deeply flawed; our instinctive behaviour is often far from rational and rarely optimal.

Over this series you will learn both how our behavioural biases undermine the foundational ideas of economics and finance, and why this renders some financial advice worse than useless. You will also learn how marketers and salesmen are able to turn our emotions against us: Paul’s characterisation of the financial salesman as a rhinoceros – thick skinned and prone to charging too much – is painfully accurate. It is also a great device to make an important message stick in the mind.

Paul rightly warns of the tricks and shenanigans played by the financial services industry, but his most important warning is to mistrust our own behaviour. When it comes to managing our money, we are often our own worst enemy.

The good news is that with a little effort we can learn to overcome our poor financial instincts, to avoid the worst practices of the financial industry and to get more from our money. Forewarned is forearmed; with these books you can arm yourself for a more rewarding relationship with your money.

**George Cooper**

Author of [The Origin of Financial Crises](#)