

Conquering Risk: Attacking Vegas and Wall Street

By Elihu Feustel, George Howard

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All manners of gambling are becoming increasingly popular in our society. Whether a person places a bet on sports or gambles on a stock, he is making a decision on risk. Most people need much more information than they have to make good decisions on either. A majority of the book focuses on sports betting. Four in-depth winning models are demonstrated for MLB, NFL, NCAA Football and WNBA. In addition to methods for handicapping these sports, there are explanations of a variety of approaches to exploit sports market inefficiencies and incorrect assumptions of bookmakers. The approaches to stock betting challenges commonly accepted knowledge. How important is diversification? Are investors in individual stocks just gambling? Is maximizing your portfolio growth worth taking on added volatility? Is sports betting a better investment than stocks for some people? The approaches offered to risk taking, especially sports betting are ground breaking, with more fresh ideas than ever seen in a single coherent publication.

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Editorial Review

Review
The authors present a lucid and comprehensive guide for developing a plan to succeed at sports gambling in an increasingly complex marketplace. Whether you're interested in becoming a winner at sports betting or simply fascinated by the role of risk in our society, 'Conquering Risk' is must reading. --Jeff Haney, Sports Columnist

About the Author
George S. Howard, Ph. D. is a Professor of Psychology at the University of Notre Dame. He has served as Chairman, Department of Psychology and Director, Laboratory for Social Research at Notre Dame, as well as the Joseph Morahan Director of College Seminar. He served as President, Division of Theoretical and Philosophical Psychology and President, Division of Humanistic Psychology of the American Psychological Association. He also was the 1998 winner of Notre Dame's Faculty Award. Author of 14 books and over 190 scientific articles and chapters, his specialties include philosophical psychology, research methodology, narrative psychology and environmental psychology. Elihu D. Feustel, J.D. is a professional gambler. He was an insurance lawyer for 10 years until he began sports-betting full time. He was an odds maker and consultant for Pinnacle Sports in 2004-2006. His primary focus is on winning at sports betting. He still has a minor involvement in law mediating internet gambling disputes.

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