

NOVEMBER Viewer's Guide 2009



YOUR MIND & YOUR MONEY

November Theme
*Following The Crowd:
Herding and Investment
Behavior*

NIGHTLY
BUSINESS
REPORT
30 YEARS



FOLLOWING THE CROWD: HERDING AND INVESTMENT BEHAVIOR

Mondays, November 16 and 30

Just as animals tend to follow the herd, humans often imitate the actions of other people. Does that affect how we invest? On November 16, reporter **Dan Grech** tries to answer this question with the help of two psychiatrists: **Gregory Berns** of Emory University School of Medicine and **Richard Peterson** of Market Psychology Consulting. Then on November 30, the series will feature an interview with **Terrance Odean** of the Haas School of Business, University of California/Berkeley. Odean will talk about the impact that following the crowd can have on an investor's returns.

Funding for "Your Mind and Your Money" is provided by the FINRA Investor Education Foundation.



Thursday, November 26 (Thanksgiving Day)

Special Edition: "CAREERS FOR THE NEXT DECADE"

The latest employment statistics tell the story: while jobs are scarce in some fields, there are plenty of openings in others. But people must decide well in advance which career track to pursue. To help in this quest, NBR's Thanksgiving Day program will focus on four careers seen as having great potential:

- China/Asian Business Development Specialist
- Patient Advocate
- Immigration Specialist
- Emergency Planning Manager

In four reports, NBR reporters will profile several workers in these careers. Then anchor **Susie Gharib** will discuss the pros and cons of each field with noted career counselor **Marty Nemko**, who also serves as Contributing Editor for career issues at *U.S. News & World Report*.



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NOVEMBER

2009

Monday	Tuesday	Wednesday	Thursday	Friday
<p>COMMENTATOR MAYA MacGUINEAS Director Fiscal Policy Program New America Foundation</p> <p>2</p>	<p>SERIES "OF MUTUAL INTEREST" Interview Guest BRUCE BERKOWITZ Portfolio Manager Fairholme Fund with <i>NBR</i> Anchor PAUL KANGAS</p> <p>3</p>	<p>MONEY FILE DONNA ROSATO <i>Money Magazine</i></p> <p>4</p>	<p>5</p>	<p>MARKET MONITOR DAVID DARST Chief Investment Strategist Morgan Stanley Smith Barney</p> <p>6</p>
<p>COMMENTATOR SHONIKA PROCTOR Teen Entrepreneur Coach</p> <p>9</p>	<p>COMMENTATOR HOWARD GREEN Anchor Canada's Business News Network</p> <p>10</p>	<p>MONEY FILE JULIE STAV Univision Senior Financial Expert</p> <p>11</p>	<p>12</p>	<p>MARKET MONITOR MICHAEL O'HIGGINS President O'Higgins Asset Management</p> <p>13</p>
<p>COMMENTATOR TIM KANE Senior Fellow in Research & Policy at the Kauffman Foundation SERIES "YOUR MIND & YOUR MONEY" Reporter DAN GRECH</p> <p>16</p>	<p>17</p>	<p>MONEY FILE KEITH REED Editor <i>Catalyst Ohio</i></p> <p>18</p>	<p>19</p>	<p>MARKET MONITOR STAN WEINSTEIN Editor & Publisher Global Trend Alert</p> <p>20</p>
<p>COMMENTATOR NADA EISSA Associate Professor Public Policy & Economics Georgetown University</p> <p>23</p>	<p>COMMENTATOR HARRY LIN CEO Lottay.com</p> <p>24</p>	<p>MONEY FILE AMANDA GENGLER <i>Money Magazine</i></p> <p>25</p>	<p>THANKSGIVING HOLIDAY SPECIAL PROGRAM "CAREERS FOR THE NEXT DECADE" with <i>NBR</i> Anchor SUSIE GHARIB</p> <p>26</p>	<p>MARKET MONITOR BERNIE SCHAEFFER Chairman Schaeffer's Investment Research</p> <p>27</p>
<p>A SPECIAL SERIES "CAREERS FOR THE NEXT DECADE" NOVEMBER 23, 24 & 25</p>				

COMMENTATOR
NELL MINOW
Editor & Co-Founder
The Corporate Library
SERIES
"YOUR MIND & YOUR MONEY"
Interview Guest
TERRANCE ODEAN
Professor, Haas School of Business
University of California–Berkeley

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Weeknights on PBS.

check your local listings

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