



Long Term Investing

An Emotional Reaction Can Cost You

September 29, 2008

- The Dow Jones Industrial average records its largest one-day point *drop* to date.*

September 30, 2008

- The Dow Jones Industrial average records its third largest one-day point *gain* to date.*

Investors who cashed out missed the bounce back and the opportunity to regain some lost value.



*Source: http://money.cnn.com/2008/09/30/markets/markets_newyork/index.htm?cnn=yes

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