

Reality

Reality is a curious thing. We all live in the same world yet perceive it very differently. Our culture, our personal preferences all come into the mix. Much of what we think is real is determined by what we *think* we see and know. Being finite creatures we can be wrong as often as we are right in our ability to truly understand the world around us.

Nonetheless as much as there are varied viewpoints of the world, there is also an objective market place. The world is filled with finite supplies of goods and services. The basic concept of supply and demand is real based upon factual reality. Even the air we breathe and have taken for granted for the entire history of the human race would appear in today's world to be limited.

A major element in achieving financial success is the ability to correctly determine reality. By understanding the actual facts and circumstances one can make investments that stand the rigors of the market place. This takes a cool head and clear thought. Emotions not properly checked can lead to hasty and poor choices.

Famous last words; *It's different this time*. Or instead you heard *it's a new paradigm* or how about *Sea Change*? Haste is the enemy of critical thinking. It is unlikely that any investment is such a good deal as to justify bypassing careful analysis. Relax and take your time when investing your money. There are numerous examples of companies that were second to the market place that later eclipsed the industry founder.