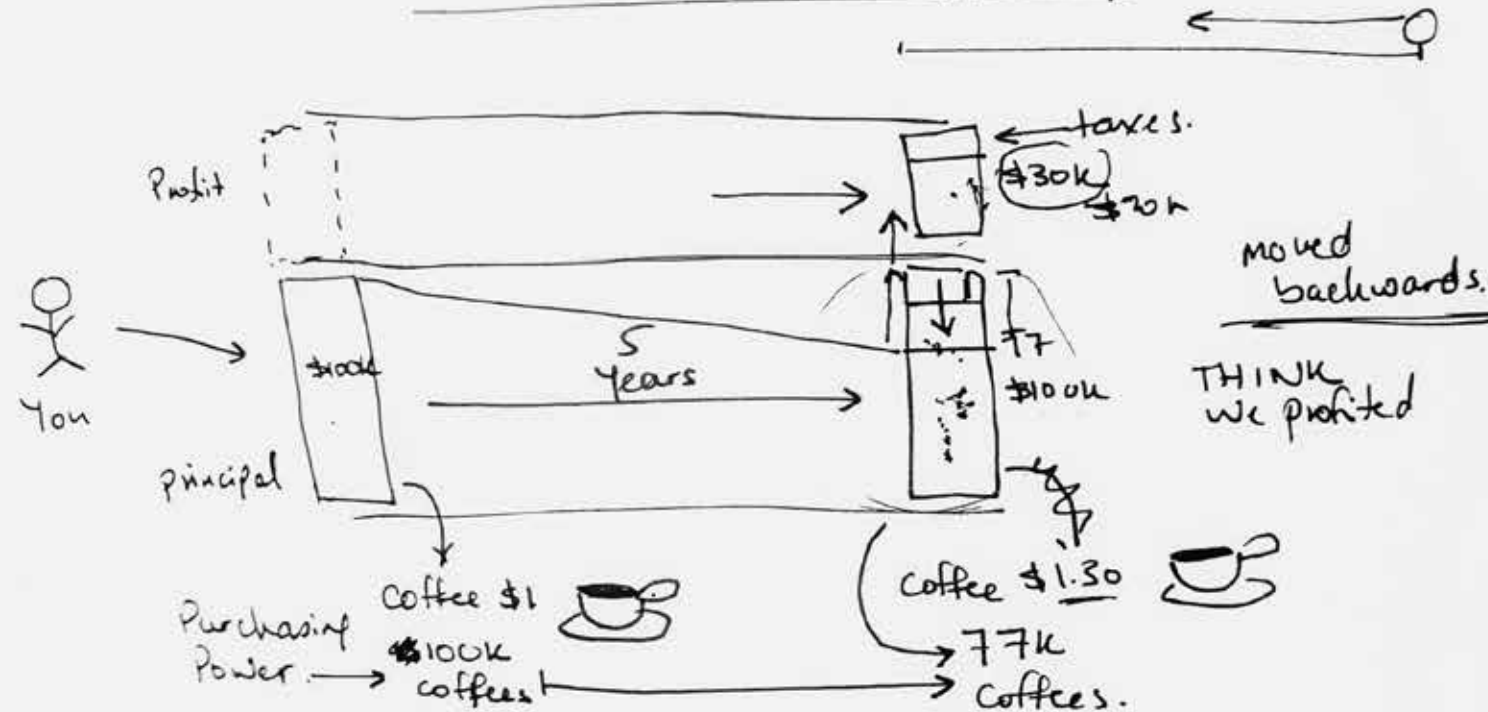




# The Profit Fallacy: Part 1



## The Principal/Profit Fallacy PART 1



- ① Focus: Maximize "Profit" ←
- ② " : " " " AND Minimize Principal loss in terms of P.P.