

A BOLSA PARA MULHERES

EXPO MONEY 2008 - RECIFE

08 de maio de 2008

Jogo A ou B ?

A: R\$1.000 com certeza

B: R\$1.000 - prob. 89%
R\$ 5.000 - prob. 10%
R\$ 0 - prob. 1%

Jogo C ou D ?

C: R\$1.000 - prob. 11%
R\$ 0 - prob. 89%

D: R\$5.000 - prob. 10%
R\$ 0 com prob. 90%

A história de

Ao nascer ganhou ...



- Idade
- Renda
- Escolaridade
- Interação social
- Hábitos de consumo
- Patrimônio

Infância

Coisas inesperadas
acontecem...

Herança

Estereótipo:

A mulher tem mais
aversão ao risco.

Realidade:

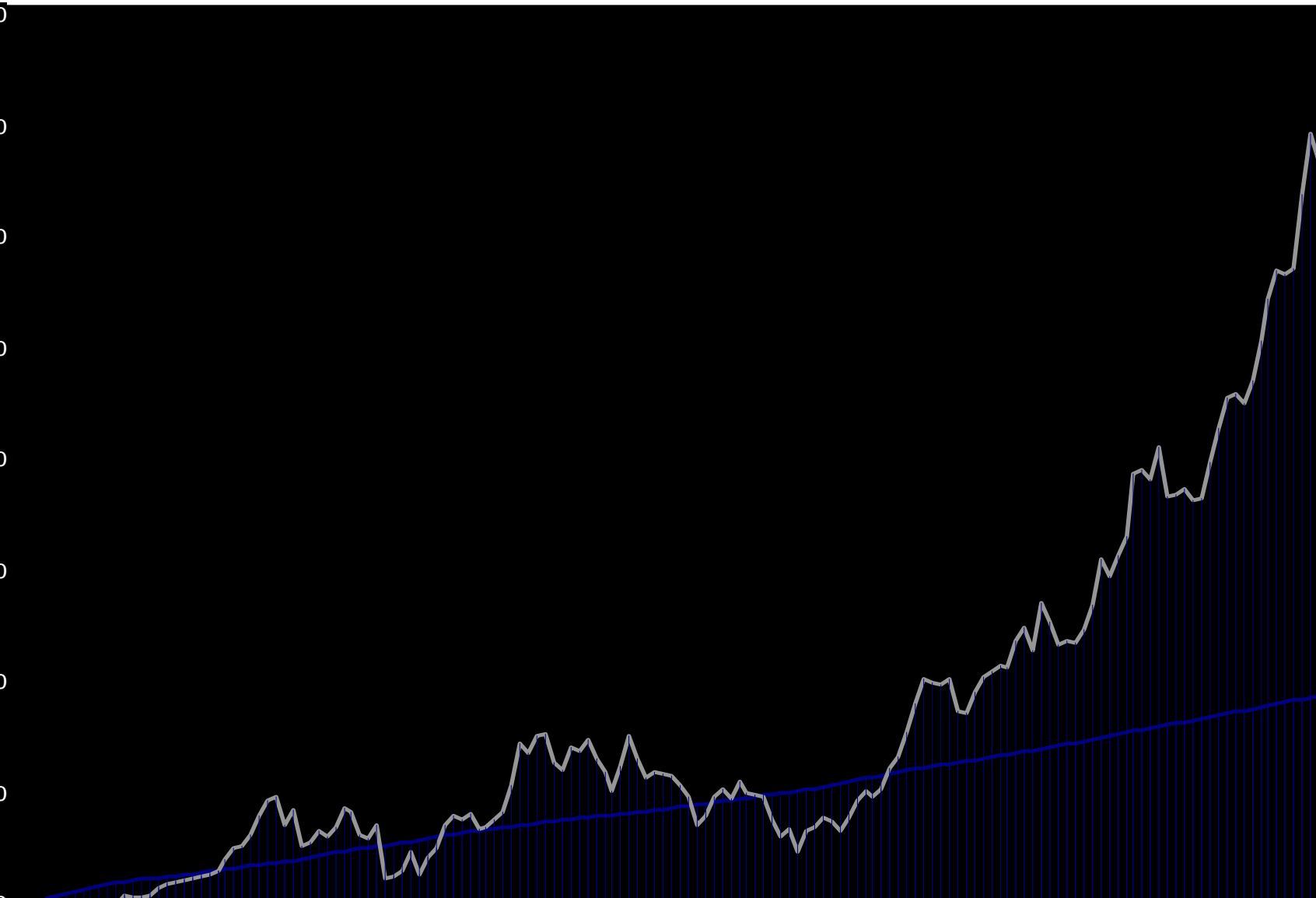
A mulher quer saber
onde está pisando.

Inteligência

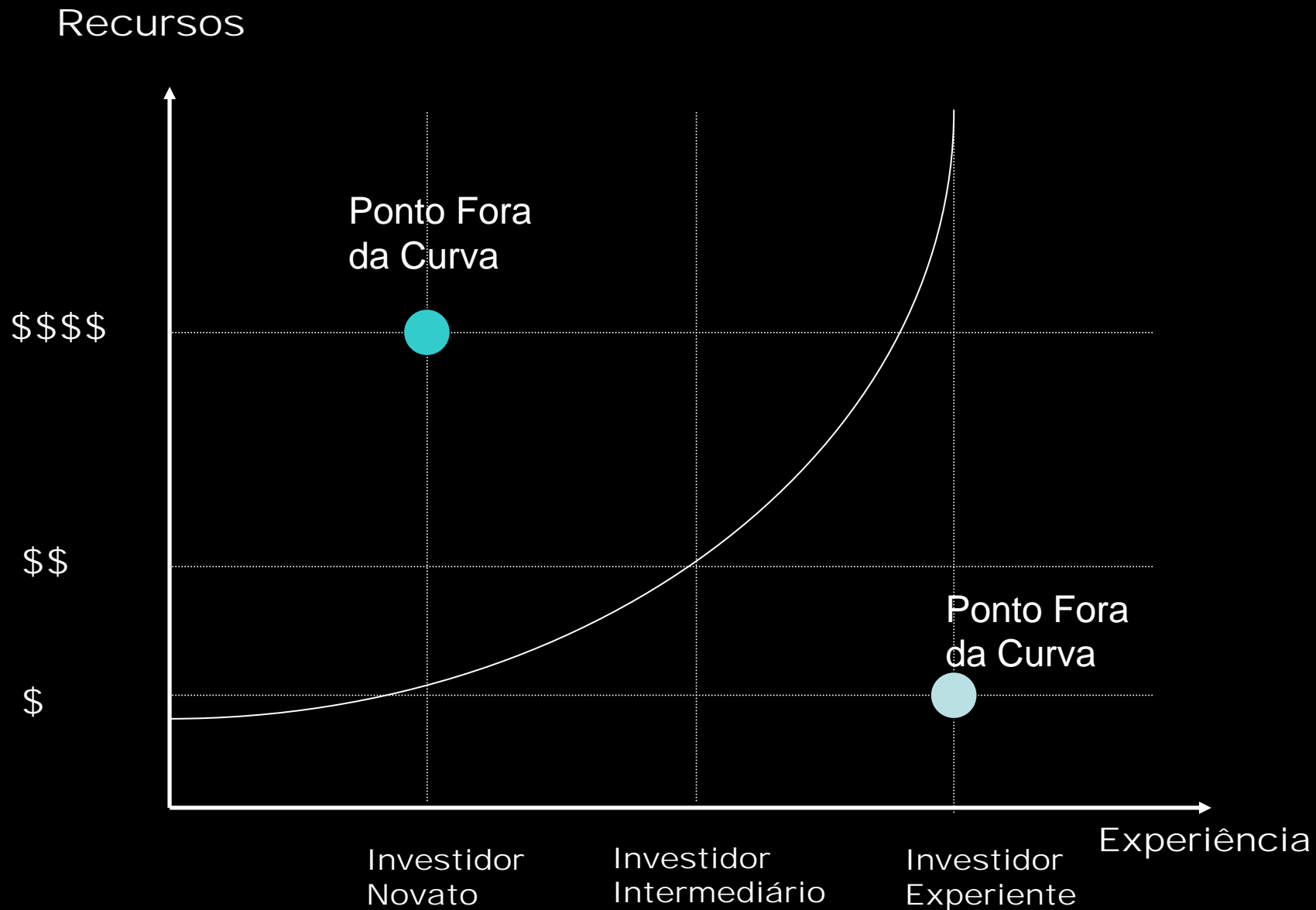
Não é fator determinante

R\$ 17,00
R\$ 15,00
R\$ 13,00
R\$ 11,00
R\$ 9,00
R\$ 7,00
R\$ 5,00
R\$ 3,00
R\$ 1,00

01/03/2017 01/04/2017 01/05/2017 01/06/2017 01/07/2017 01/08/2017 01/09/2017 01/10/2017 01/11/2017 01/12/2017 02/01/2018 02/02/2018 02/03/2018 02/04/2018 02/05/2018 02/06/2018 02/07/2018 02/08/2018 02/09/2018 02/10/2018 02/11/2018 02/12/2018 03/01/2019 03/02/2019 03/03/2019 03/04/2019 03/05/2019 03/06/2019 03/07/2019 03/08/2019 03/09/2019 03/10/2019 03/11/2019 03/12/2019 03/13/2019 03/14/2019 03/15/2019 03/16/2019 03/17/2019 03/18/2019 03/19/2019 03/20/2019 03/21/2019 03/22/2019 03/23/2019 03/24/2019 03/25/2019 03/26/2019 03/27/2019 03/28/2019 03/29/2019 03/30/2019 03/31/2019 04/01/2019 04/02/2019 04/03/2019 04/04/2019 04/05/2019 04/06/2019 04/07/2019 04/08/2019 04/09/2019 04/10/2019 04/11/2019 04/12/2019 04/13/2019 04/14/2019 04/15/2019 04/16/2019 04/17/2019 04/18/2019 04/19/2019 04/20/2019 04/21/2019 04/22/2019 04/23/2019 04/24/2019 04/25/2019 04/26/2019 04/27/2019 04/28/2019 04/29/2019 04/30/2019 05/01/2019 05/02/2019 05/03/2019 05/04/2019 05/05/2019 05/06/2019 05/07/2019 05/08/2019 05/09/2019 05/10/2019 05/11/2019 05/12/2019 05/13/2019 05/14/2019 05/15/2019 05/16/2019 05/17/2019 05/18/2019 05/19/2019 05/20/2019 05/21/2019 05/22/2019 05/23/2019 05/24/2019 05/25/2019 05/26/2019 05/27/2019 05/28/2019 05/29/2019 05/30/2019 05/31/2019 06/01/2019 06/02/2019 06/03/2019 06/04/2019 06/05/2019 06/06/2019 06/07/2019 06/08/2019 06/09/2019 06/10/2019 06/11/2019 06/12/2019 06/13/2019 06/14/2019 06/15/2019 06/16/2019 06/17/2019 06/18/2019 06/19/2019 06/20/2019 06/21/2019 06/22/2019 06/23/2019 06/24/2019 06/25/2019 06/26/2019 06/27/2019 06/28/2019 06/29/2019 06/30/2019 07/01/2019 07/02/2019 07/03/2019 07/04/2019 07/05/2019 07/06/2019 07/07/2019 07/08/2019 07/09/2019 07/10/2019 07/11/2019 07/12/2019 07/13/2019 07/14/2019 07/15/2019 07/16/2019 07/17/2019 07/18/2019 07/19/2019 07/20/2019 07/21/2019 07/22/2019 07/23/2019 07/24/2019 07/25/2019 07/26/2019 07/27/2019 07/28/2019 07/29/2019 07/30/2019 07/31/2019 08/01/2019 08/02/2019 08/03/2019 08/04/2019 08/05/2019 08/06/2019 08/07/2019 08/08/2019 08/09/2019 08/10/2019 08/11/2019 08/12/2019 08/13/2019 08/14/2019 08/15/2019 08/16/2019 08/17/2019 08/18/2019 08/19/2019 08/20/2019 08/21/2019 08/22/2019 08/23/2019 08/24/2019 08/25/2019 08/26/2019 08/27/2019 08/28/2019 08/29/2019 08/30/2019 08/31/2019 09/01/2019 09/02/2019 09/03/2019 09/04/2019 09/05/2019 09/06/2019 09/07/2019 09/08/2019 09/09/2019 09/10/2019 09/11/2019 09/12/2019 09/13/2019 09/14/2019 09/15/2019 09/16/2019 09/17/2019 09/18/2019 09/19/2019 09/20/2019 09/21/2019 09/22/2019 09/23/2019 09/24/2019 09/25/2019 09/26/2019 09/27/2019 09/28/2019 09/29/2019 09/30/2019 10/01/2019 10/02/2019 10/03/2019 10/04/2019 10/05/2019 10/06/2019 10/07/2019 10/08/2019 10/09/2019 10/10/2019 10/11/2019 10/12/2019 10/13/2019 10/14/2019 10/15/2019 10/16/2019 10/17/2019 10/18/2019 10/19/2019 10/20/2019 10/21/2019 10/22/2019 10/23/2019 10/24/2019 10/25/2019 10/26/2019 10/27/2019 10/28/2019 10/29/2019 10/30/2019 10/31/2019 11/01/2019 11/02/2019 11/03/2019 11/04/2019 11/05/2019 11/06/2019 11/07/2019 11/08/2019 11/09/2019 11/10/2019 11/11/2019 11/12/2019 11/13/2019 11/14/2019 11/15/2019 11/16/2019 11/17/2019 11/18/2019 11/19/2019 11/20/2019 11/21/2019 11/22/2019 11/23/2019 11/24/2019 11/25/2019 11/26/2019 11/27/2019 11/28/2019 11/29/2019 11/30/2019 12/01/2019 12/02/2019 12/03/2019 12/04/2019 12/05/2019 12/06/2019 12/07/2019 12/08/2019 12/09/2019 12/10/2019 12/11/2019 12/12/2019 12/13/2019 12/14/2019 12/15/2019 12/16/2019 12/17/2019 12/18/2019 12/19/2019 12/20/2019 12/21/2019 12/22/2019 12/23/2019 12/24/2019 12/25/2019 12/26/2019 12/27/2019 12/28/2019 12/29/2019 12/30/2019 12/31/2019



A bolsa é lugar de
ganhar dinheiro a
longo prazo.



A responsabilidade de
mudar a história é sua.

Sempre tenha um
pé na bolsa.

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