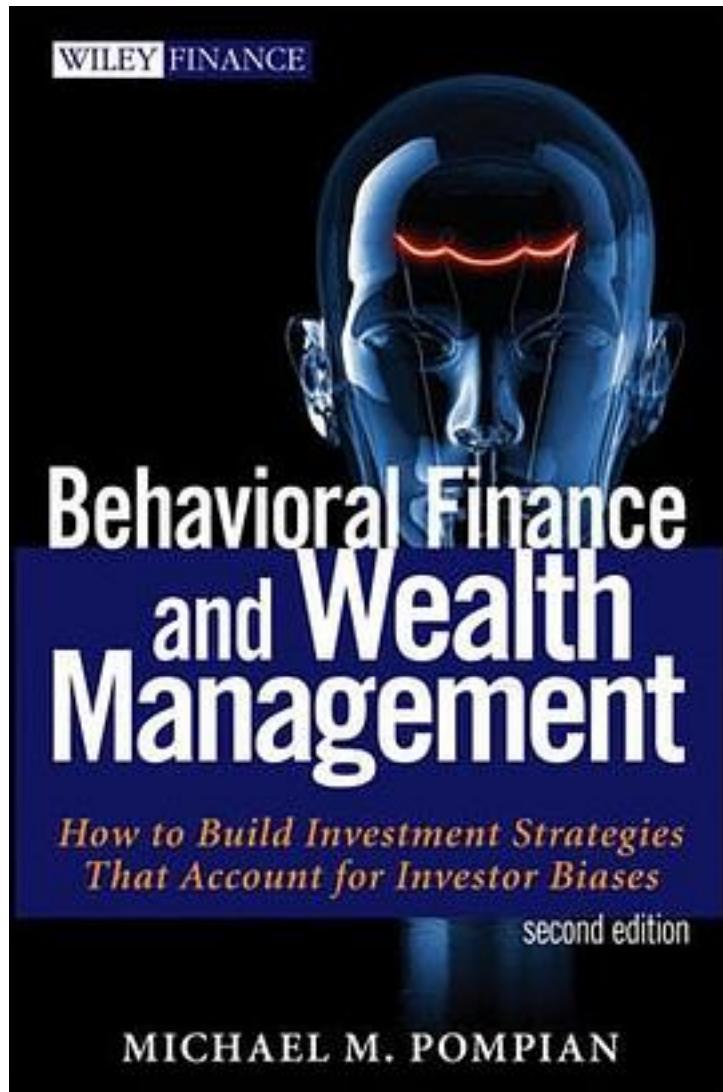


Behavioral Finance and Wealth Management



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著者: Pompian, Michael M.

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"Pompian is handing you the magic book, the one that reveals your behavioral flaws and shows you how to avoid them. The tricks to success are here. Read and do not stop until you are one of very few magicians." --Arnold S. Wood, President and Chief Executive Officer, Martingale Asset Management Fear and greed drive markets, as well as good and bad investment decision-making. In Behavioral Finance and Wealth Management, financial expert Michael Pompian shows you, whether you're an investor or a financial advisor, how to make better investment decisions by employing behavioral finance research. Pompian takes a practical approach to the science of behavioral finance and puts it to use in the real world. He reveals 20 of the most prominent individual investor biases and helps you properly modify your asset allocation decisions based on the latest research on behavioral anomalies of individual investors.

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标签

金融

行为金融学

行为经济

投资

行经

评论

行为经济：比较清楚地介绍各种行为偏差在金融的表现和基本应对之道,无模型；行为金融

在finance这块简直就是打擦边球，但作为入门还是可以的。

我可以反悔不画PPT了么！我真心摸不准老师到底想要啥！。。。

the first that I chos for behavioral finance, only beacause it have exactly same name with a HKU MsF course, which i've regreted ever since i read it. the author's mind is unbelievable unclear and meaningless. I

比较老但是思路清晰容易理解的行为金融学入门。读ing

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书评

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