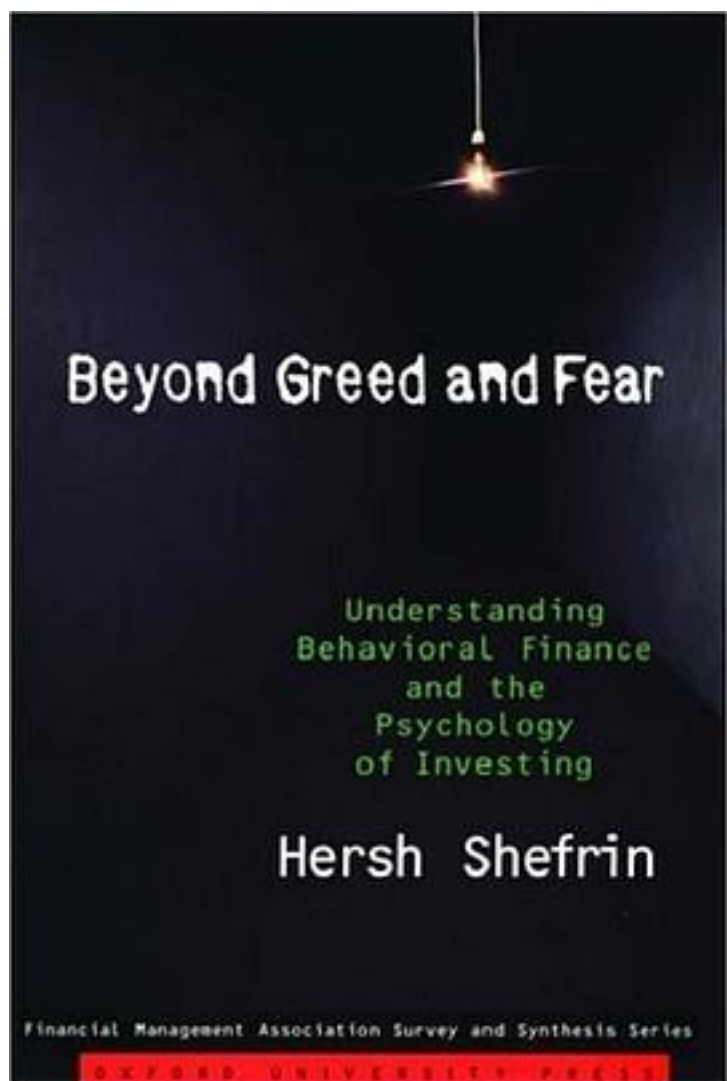


Beyond Greed and Fear



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著者:Hersh Shefrin

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Even the best Wall Street investors make mistakes. No matter how savvy or experienced, all financial practitioners eventually let bias, overconfidence, and emotion cloud their judgement and misguide their actions. Yet most financial decision-making models fail to factor in these fundamentals of human nature. In *Beyond Greed and Fear*, the most authoritative guide to what really influences the decision-making process, Hersh Shefrin uses the latest psychological research to help us understand the human behavior that guides stock selection, financial services, and corporate financial strategy. Shefrin argues that financial practitioners must acknowledge and understand behavioral finance--the application of psychology to financial behavior--in order to avoid many of the investment pitfalls caused by human error. Through colorful, often humorous real-world examples, Shefrin points out the common but costly mistakes that money managers, security analysts, financial planners, investment bankers, and corporate leaders make, so that readers gain valuable insights into their own financial decisions and those of their employees, asset managers, and advisors. According to Shefrin, the financial community ignores the psychology of investing at its own peril. *Beyond Greed and Fear* illuminates behavioral finance for today's investor. It will help practitioners to recognize--and avoid--bias and errors in their decisions, and to modify and improve their overall investment strategies.

作者介绍:

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标签

金融

finance

behavioral

金融学

Behavioral_Finance

超越恐惧和贪婪

投资

经济

评论

啧啧，这本书不行啊！

thanks to Shefrin for this book, a book with a CULT cover. associated with this book, also give credit to Thaler's Advanced and Forbes's BF.

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书评

查理芒格告诉我们，我们更应该花时间去总结错误的教训，而不是成功的经验。这本书基于大量的实证，非常值得读。 0.
行为金融学的三大主题：直觉驱动偏差，框架依赖和无效市场。 1.
赌徒谬误，过头后人们倾向于向均值回归，人们预测反转发生的频率比实际要大很多，实证表明， ...

尽管行为错误的确会为“智钱”创造了一些超长盈利的机会，但这些错误也会引入额外的风险源，在基本面风险之外的另一种风险。许多投资者只听说了关于行为金融的一部分信息——关于超常盈利机会的一部分。他们忽略了关于以情绪为基础的额外风险部分，这是一种由心理上的错误...

导读：读这本书，有什么用？如果不确定，那就速度读一遍，别多花时间
1.这本书打破我思维的一个观点 从“恐惧和贪婪”到 恐惧与希望
很多人在股市上心理，是恐惧与希望，买入买票希望涨，买之前，认为会涨，给自己一

个希望... 2.误差判断的心理原因 a.直觉推断误差； ...

(投资学期末作业：千字以内的读书报告)

由于专业是应用心理学，我对行为金融学这个领域很有兴趣。在阅读《超越恐惧和贪婪》的过程中，我陆续产生以下的体会和感悟。

行为金融学假设人依靠直觉驱动判断，并且依赖于框架进行推理。这两条“非理性人”假设可能在学经济出身的人...

网上全部缺货，财大出版社也没.

只能在网上找影印版，找了一家，没想到只有第一篇，晕.
一本书，找得这么吃力，少见.

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