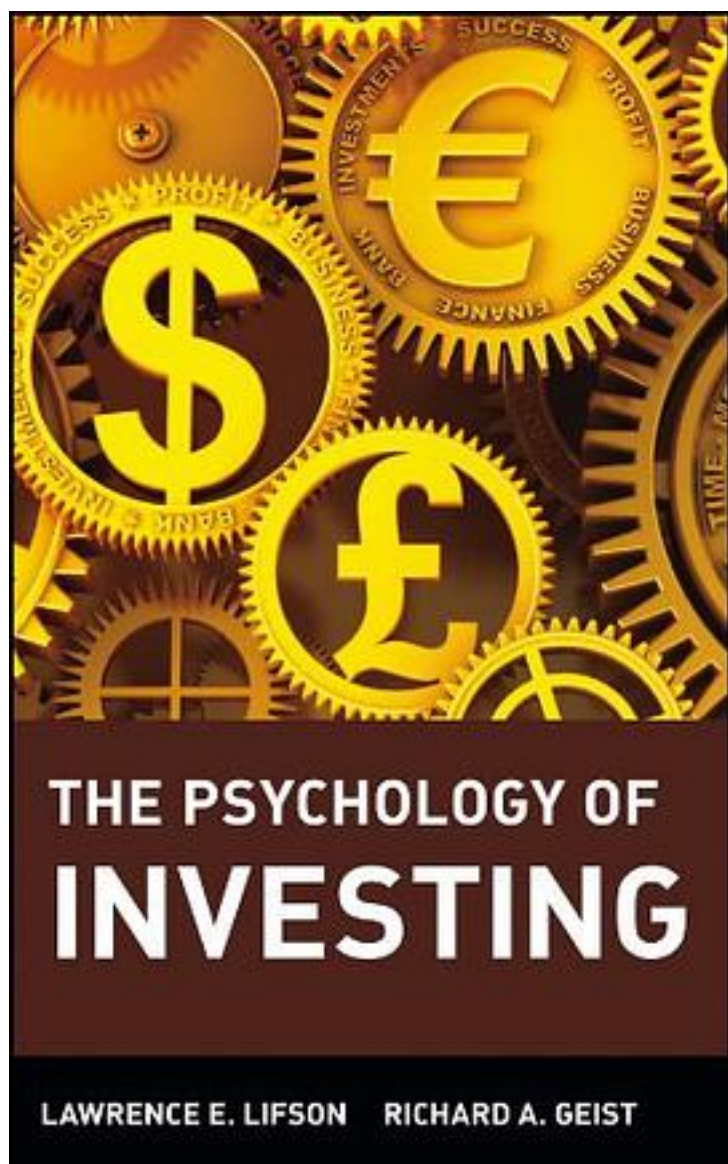


The Psychology of Investing



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The first comprehensive book to apply psychological theory to a broad range of investment topics, *The Psychology of Investing* explores the interface between human emotions and financial decision making. Drawing on the invaluable wisdom and cutting-edge research of top experts in what is an area of ever-increasing interest and importance, it describes how both group dynamics and an individual's personal psychology affect investor decisions.

This authoritative and practical book features contributions from professional psychologists, psychiatrists, academics, and investment practitioners who are among the leading thinkers and teachers in their fields. Among those sharing their innovative ideas and far-reaching thoughts on such topics as contrarian theory, momentum strategies, and investor overreactions are faculty members from Harvard Medical School and Harvard Business School, columnists from *Forbes* magazine, publishers of investment newsletters, and authors of investment related books.

Groundbreaking in the way it explores the connection between psychology and investment performance, it is essential reading for anyone seeking insight into this unique relationship.

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