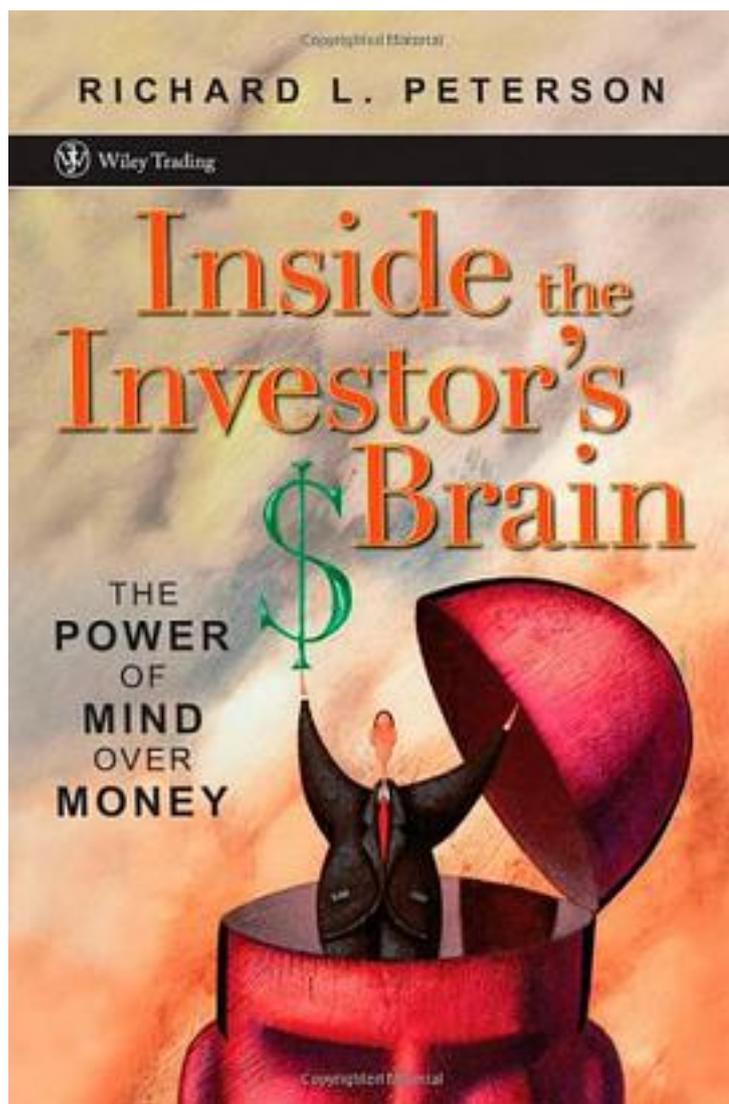


# Inside the Investor's Brain



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Unique insights into how the mind of an investor operates and how developing emotional awareness leads to long-term success Inside the Investor's Brain provides readers with specific techniques for understanding their financial psychology, so that they can improve their own performance and learn how to outsmart other investors. Chapter by chapter, author Richard Peterson addresses various mental traps and how they play a role in investing. Through examples, such as a gambling experiment with playing cards, the author shows readers how being aware of the subconscious can separate the smart investors from the average ones. This book also contains descriptions of the work of neuroscientists, financial practitioners, and psychologists, offering an expert's view into the mind of the market. Innovative and accessible, Inside the Investor's Brain gives investors the tools they need to better understand how emotions and mental biases affect the way they manage money and react to market moves.

作者介绍:

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## 书评

读过好几本关于行为金融学和心理学方面的书，这本书里的观点有些已经看过，有些则是首次让自己觉得有所启发。觉得对于投资者，学习一下投资心理学方面的知识，就如学习会计一样的重要。行为金融学/决策心理学，就象是一面镜子，你可以从那里面，好好地端详一下自己，对于那些常...

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