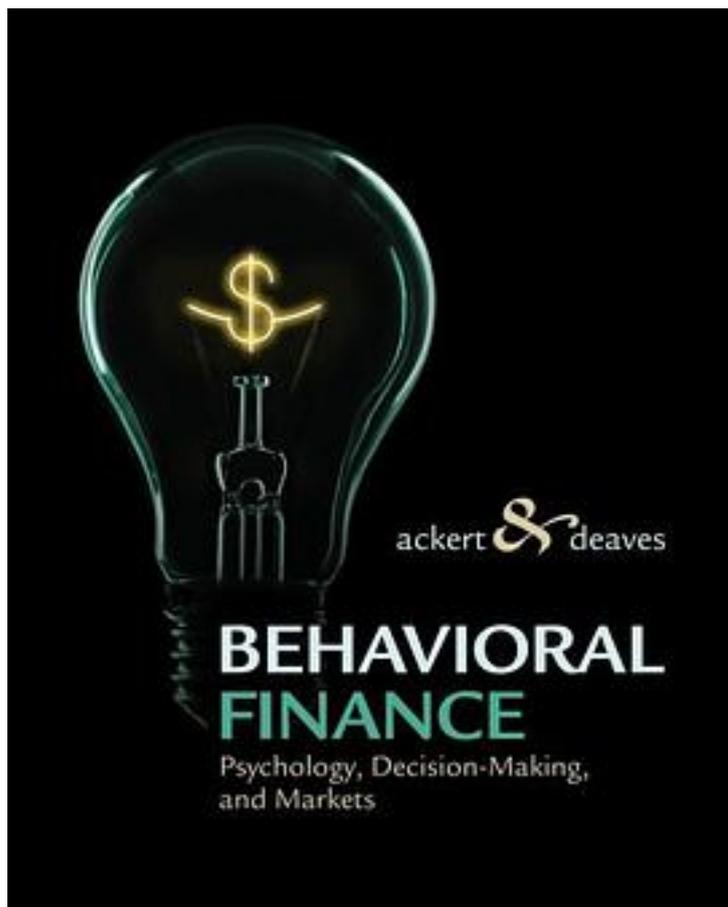


Behavioral Finance



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Discover a structured, applied approach to behavioral finance with Ackert/Deaves' BEHAVIORAL FINANCE: PSYCHOLOGY, DECISION MAKING, AND MARKETS. This comprehensive text links finance theory and practice to human behavior with applications in every chapter. The book builds upon principles of finance, connecting

content to psychological principles of behavioral finance, including heuristics and biases, overconfidence, emotion and social forces. Readers learn how human behavior influences the decisions of individual investors and professional finance practitioners, markets, and managers. The book clearly explains what behavioral finance indicates about observed market outcomes as well as how psychological biases potentially impact the behavior of managers. Readers see, first-hand, the implications of behavioral finance on retirement, pensions, education, debiasing, and client management. This book spends a significant amount of time examining how practitioners today can use behavioral finance to further their success.

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评论

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书评

我们以为这是个理性的世界，因为理性的人是一样的理性，傻逼的人是乱七八糟的傻逼。理性的人是趋同的，他们衣冠楚楚一本正经，而傻逼的人互相抵消，他们有人裸奔也有人大夏天穿厚棉袄，你看，他们对成衣市场几无影响。所以感谢上帝，我们的成衣市场是一本正经的，而世界是理性...

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