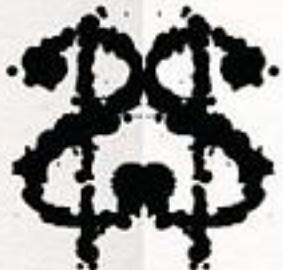


# Market Mind Games

"Denise Shull wants us to get in touch with our feelings, not to beat our bare chests and utter primordial screams. Far from it—her techniques are focused on making more money."

—FINANCIAL TIMES

## MARKET MIND GAMES



A Radical Psychology of Investing,  
Trading, and Risk

DENISE SHULL, MA

FOUNDER of ReTHINK GROUP

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出版者:McGraw-Hill

出版时间:2011-12-15

装帧:Hardcover

isbn:9780071756228

Seize the advantage in every risk decision with the most misunderstood asset you have--human emotion "If you are trying to solve the unsolvable, stop. Read this first and you will learn that the surest path to success will be to start with yourself; solve that conundrum and challenges like understanding how you do and should react to markets will come to be solvable." --Marvin Zonis, Professor Emeritus, Booth School of Business, The University of Chicago "When it comes to fast-moving global financial markets, professional investors strive to evaluate complex economic conditions from data analysis, economic reasoning, and professional judgment. This is what is taught in business schools. Denise Shull demonstrates how investment decision making is also determined by unconscious emotions and perceptions. Market Mind Games is a fascinating book that proposes a new and unexpected hypothesis about the factors that drive financial decision-making." --A.G. Malliaris, Professor of Economics and Finance, Loyola University Chicago "Denise Shull wants us to get in touch with our feelings, not to beat our bare chests and utter primordial screams. Far from it--her techniques are focused on making more money." --Financial Times "Denise Shull's gem of a book is long overdue...[Market Mind Games] has made the ability to analyze and overcome our unconscious biases and prejudices available to everyone." --Dr. Donald T. Wargo, Department of Economics, Temple University "Market Mind Games is iconoclastic to say the very least! Pay attention to the last word in the subtitle: risk. This book will change your perspective on how to approach and think about the markets and your life!" --Michael J. Levas, Founder, Senior Managing Principal, and Director of Trading, Olympian Capital Management, LLC "Denise changes the way you look at yourself and investing. Her insights and methods are necessary to succeed in the markets, period." --Jared Levy, Portfolio Manager and author of Your Options Handbook "Market Mind Games offers a new school of trading psychology. Truly an important work that needs to be on the bookshelf of every serious market participant." --Mike Bellafiore, author of One Good Trade "Masterful explanation of not only why emotionless trading is a myth, but how we can take advantage of our natural wiring to gain an edge." --Derek Hernquist, Chief Investment Officer, Integrative Capital, LLC "Shull details ways to learn how you 'feel' before you 'act' so that your buy, sell, or hold decisions become more successful." --E. Bernstein, OPUS Trading "A must-read for those who want to make their livelihood as a professional investor, trader, or algorithmic trading developer." --Larry Tabb, founder and CEO, Tabb Group "Denise Shull enlightens the reader how to effectively unlock one's psychological capital and translate that awareness into clear and concise investment decisions." --Grant Mashek, Managing Member, Palm Equity, LLC "Shull's book is not only a great read but lays out an entirely more effective approach to thinking about any decision that involves the unknown--market related or not." --Leslie Shaw, Ph.D., Behavioral Economics, and trained psychoanalyst About the Book: What if the mystery of market crashes stems from a simple but total misunderstanding of our own minds? Could everything we think we know about ourselves--intelligence and rationality versus emotion and irrationality--be wildly off the mark? Simply put: yes. With these words, Denise Shull introduces her radical--and supremely rational--approach to risk. Her vision stems from the indisputable fact that human beings can't make any decision at all without emotion and that emotion gets the first--and last--word when it comes to our perceptions and judgments. Shull should know. She started out managing major accounts for IBM and then chose to research unconscious emotional patterns instead of getting her MBA. Next she became a trader and trading desk manager while continuing to study biopsychology. We are all taught that sidelining our emotions is the best way to make good decisions-- Shull declares the converse: emotions inform us. Attempting to control them actually increases the risks we take. Shull advocates treating feelings as data, and she convincingly argues that doing so eradicates the baffling question that repeats itself in our heads after making a poor investing decision: "What was I thinking?" Through a series of "lectures," Shull logically but engagingly

connects emotions, beliefs, and context to our innate reaction to uncertainty and risk (yes, the two are different). In Market Mind Games, she merges more than 20 years of studying risk decisions into a single, astoundingly effective strategy. A reasonable approach to emotion is the best and only way to win the investing game. The methods Shull details in Market Mind Games shake the foundation of conventional market and decision psychology. And, most important, they work.

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