

Behavioral Finance and Investment Management



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Behavioral Finance and Investment Management is a portfolio of different insights by different authors—all intended to help us make better choices. Each piece in some way touches on our biases, our embedded beliefs, and considers how these biases and beliefs can help as well as hinder our decisions. In the beginning, behavioral finance was a loose and easily maligned collection of hypotheses on the scientific frontier. Today, the discipline has achieved respect, and this book gives recognition to a few of the people who have enriched all of us with their research and determination to know what makes us tick.

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