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Note generali	Includes index.
Nota di contenuto	Reference points -- Reference based decisions in finance / Fernando Zapatero -- Professionalism and sophistication effects in finance -- Individuals investment in financial structured products from rational and behavioral choice perspectives / Moran Ofir and Zvi Wiener -- Is investor rationality time varying? : evidence from the mutual fund industry / Vincent Glode, Burton Hollifield, Marcin Kacperczyk and Shimon Kogan -- Are domestic household investors better performers than foreign institutions? : new evidence from Finland / Peter L. Swan and P. Joakim Westerholm -- Culture and gender effects -- The assessment of risk behavior : a cross-cultural analysis using the Dospert scale / Wolfgang Breuer, Jana Anette Kollath, Astrid Juliane Salzmann and Rudiger von Nitzsch -- Fear of negative evaluation, culture, gender, and financial welfare / Na Young Park -- Gender and personal finance management / Zohar Rusou , Moty Amar and Shahar Ayal -- Finance and the media -- The role of emotions in decision making : theory, evidence, and examples from media psychology / Gregory Gurevich and Doron Kliger -- Firm disclosure, media and the capital markets / Doron Kliger and Smadar Siev -- Heuristics and experiments in finance -- Heuristics and biases in the Israeli mortgage market / Yevgeny Mugerman, Moran Ofir and Zvi Wiener -- The availability heuristic and other psychological aspects of investors'

reactions to company-specific events / Doron Kliger and Andrey Kudryavtsev -- Uniform or discriminatory auctions : endogenizing bidder's choice in divisible goods auctions / Menachem Brenner, Dan Galai and Orly Sade -- Factors affecting the impact of investors' horizon on asset allocation decisions : an -- Experimental exploration / Moty Amar and Yoram Kroll.

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