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Collana	The Robert W. Kolb series in finance
Altri autori (Persone)	BakerH. Kent <1944-> (Harold Kent) NofsingerJohn R. <1965->
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Nota di contenuto	Behavioral finance : an overview / Kent H. Baker, John R. Nofsinger -- Traditional versus behavioral finance / Robert J. Bloomfield -- Behavioral finance : application and pedagogy in business education and training / Rassoul Yazdipour, James A. Howard -- Heuristics (rules of thumb) / Hugh Schwartz -- Neuroeconomics and neurofinance / Richard L. Peterson -- Emotional finance / Richard J. Taffler, David A. Tuckett -- Experimental finance / Robert J. Bloomfield, Alyssa Anderson -- The psychology of risk and uncertainty / Victor Ricciardi.