

1. Record Nr.	UNINA9910460624603321
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Titolo	Behavioural corporate finance / / by Julio Lobao
Pubbl/distr/stampa	Newcastle upon Tyne, England : , : Cambridge Scholars Publishing, , 2016 ©2016
ISBN	1-4438-8741-2
Descrizione fisica	1 online resource (207 p.)
Disciplina	658.409
Soggetti	Executives - Psychology Corporations - Finance - Psychological aspects Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Sommario/riassunto	Orthodox financial theory often ignores the role played by managers' personal characteristics in their decision-making processes. However, as anyone with experience in the business world knows, managers' personalities are crucial in the choices they make. Indeed, it should be noted that firms do not make decisions, rather it is the managers who decide - either as a group or individually. This book explores the impact of managers' psychological profiles and life experiences on their financial decisions, taking the following key questions as starting points: Why do they commit mistakes? Why do th