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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