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Nota di contenuto	Investing Psychology; Contents; Preface; CHAPTER 1 Sensory Finance; Beating the Bias Blind Spot; Illusory Pattern Recognition; Superstitious Pigeons-and Investors; The Super Bowl Effect: If It Looks Too Good to Be True, It Is; Your Financial Horoscope: Forecasting and the Barnum Effect; Uncertainty: The Unknown Unknowns; Illusion of Control; Stocks Aren't Snakes; Herding; Saliency; Availability; Assuming the Serial Position; Hot Hands; Financial Memory Syndrome; Attention!; The Problem with Linda; Representation; The Seven Key Takeaways; Notes; CHAPTER 2 Self-Image and Self-Worth The Introspection IllusionBlind Spot Bias, Revisited; Rose-Colored Investing; Past and Present Failures; Depressed but Wealthy; Disposed to Lose Money; Loss Aversion; Anchored; Two Strangers; Hindsight's Not So Wonderful; Deferral to Authority; Emotion; Black Swans; Dirty Money, Mental Accounting; A Faint Whisper of Emotion; Psychologically Numbed; Martha Stewart's Biases; Retrospective; Annual Returns; Nudged; Mindfulness; Be Preoccupied with Failure; Do Not Simplify Interpretations; Be Sensitive to Odd Events; Be Resilient; Don't Get Too Clever; The Seven Key Takeaways; Notes CHAPTER 3 Situational FinanceDisposition vs. Situation; Beauty Is in the

Eye of the Investor; Angels or Demons?; Merely Familiar; Lemming Time; Story Time; Wise Crowds?; Adaptive Markets; George Soros's Reflexivity; Grow Old Quickly; Speaking Ill; The Power of Persuasion; SAD Investors; Sell in May . . .; The Mystery of the Vanishing Anomalies; Tweet and Invest; Fire!; The Rise of the Machines; The Seven Key Takeaways; Notes; CHAPTER 4 Social Finance; Conform-or Die; Groupthink; Motivated Reasoning; Polarized; A Personal Mission Statement: Social Identity and Beyond; Gaming the System You've Been Framed Behavioral Portfolios; Dividend Dilemmas; The Language of Lucre; Embedded Investing; Financial Theory of Mind; Trust Me, Reciprocally . . .; Akerlof's Lemons; The Peacock's Tail; Facebooked; Be Kind to an Old Person; The Seven Key Takeaways; Notes; CHAPTER 5 Professional Bias; Mutual Fund Madness; Is Passive Persuasive?; Losing to the Dark Side; Forecasting-The Butterfly Effect; Forecaster Bias; Feminine Finance; Trading on a High; Marriage and Money; Muddled Modelers; CEO Pay-Because They're Worth It?; Corporate Madness; Buyback Brouhaha; Oh No, IPO Your 6 Percent Self-Inflicted Trading Tax Expert Opinion?; Avoid the Sharpshooters; The Seven Key Takeaways; Notes; CHAPTER 6 Debiasing; Numbers, Numbers, Numbers; Losing Momentum; Mean Reversion; Short Shift; Diworsification; Disconfirm, Disconfirm; Reverse Polarization; Expected Value; Investing in the Rearview Mirror; Living with Uncertainty; Sunk by the Titanic Effect; Changing Your Mind; Love Your Kids, Not Your Stocks; Cognitive Repairs; Satisficing; The Seven Key Takeaways; Notes; CHAPTER 7 Good Enough Investing; #1: The Rule of Seven; #2: Homo Sapiens, Tool Maker; #3: Meta-Methods #4: Be Skeptical

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## Sommario/riassunto

Discover how to remove behavioral bias from your investment decisions For many financial professionals and individual investors, behavioral bias is the largest single factor behind poor investment decisions. The same instincts that our brains employ to keep us alive all too often work against us in the world of finance and investments. Investing Psychology + Website explores several different types of behavioral bias, which pulls back the curtain on any illusions you have about yourself and your investing abilities. This practical investment guide explains that convention

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