

|                         |   |
|-------------------------|---|
| 1. Record Nr.           | UNINA9910819243803321   |
| Autore                  | Peterson Richard L. <1972->   |
| Titolo                  | Trading on sentiment : the power of minds over markets // Richard L. Peterson   |
| Pubbl/distr/stampa      | Hoboken, New Jersey : , : Wiley, , 2016   |
| ISBN                    | 1-119-16375-7<br>1-119-16374-9  |
| Descrizione fisica      | 1 online resource (353 p.)  |
| Collana                 | Wiley finance series  |
| Disciplina              | 332.64  |
| Soggetti                | Investments - Psychological aspects<br>Finance - Psychological aspects  |
| 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.  |
| Nota di contenuto       | Title Page; Copyright; Table of Contents; Dedication; About the Author; Preface; Mathematical Mayhem; Framing the Issue; Trading on Sentiment; The Book; Notes; Acknowledgments; Part One: Foundations; Chapter 1: Perception and the Brain; A Long Estrangement; The Beauty Contest; What Moves Traders?; Chained to the Mast; The Brain: Structure and Function; Emotion versus Reason; In Summary; Notes; Chapter 2: Mind and Emotion; Crowds Moving Markets; Emotional Priming; Feelings and Finance; How Emotions Move Traders; Arousal, Stress, and Urgency; Anger, Fear, and Gloom; Information Impact In SummaryNotes; Chapter 3: Information Processing; Media and the Flash Crash; Diversity Breakdowns; Price Patterns; Information Characteristics; A Scarce Resource; What's in a Name?; "All That Glitters"; Profiting From Social Inattention; In Summary; Notes; Chapter 4: Sentimental Markets; Reflexivity; Sentiment; Understanding Media; The Thomson Reuters MarketPsych Indices; In Summary; Notes; Chapter 5: Finding Signal in the Noise; Can Investment Research Be Believed?; Data Biases; Nonlinear Characteristics; Exploring Sentiment Data; Statistical Models; Cross-Sectional Models; Decision Trees Moving Average CrossoversCan Sentiment Be Trusted?; In Summary; Notes; Part Two: Short-term Patterns; Chapter 6: Information Impact; The Need for Speed; Bankruptcy Deja Vu; Faster than a Speeding Specialist; A Rehash of the #HashCrash; Breaking News; Leaking News; |

News Momentum; Gross National Happiness; Social Sentiment; The Human Advantage; In Summary; Notes; Chapter 7: Daily Reversals; Social Media and Insider Trading; Daily Reversals Research; Global Price Forecasts; In Summary; Notes; Chapter 8: Weekly Deceptions; Weekly Reversals; Emotions in Markets; Tricky Sentiments  
The Lessons of MagicIn Summary; Notes; Chapter 9: The Only Thing to Fear; Estimates of Fear; To Catch a Falling Knife; Good News for People Who Love Bad News; Panics and Bounces; The Fear Factor in Markets; In Summary; Notes; Chapter 10: Buy on the Rumor; Price Forecasts; Sweet Anticipation; Earnings and IPOs; The Neuroscience of Disappointed Expectations; Tricks of the Stock Promoters' Trade; In Summary; Notes; Part Three: Long-term Patterns; Chapter 11: Trends and Price Momentum; What Causes Trends?; Investor Underreaction; Timing Trends with Moving Averages; Augmented Momentum  
Going with the FlowIn Summary; Notes; Chapter 12: Value Investing; The Manic-Depressive Mr. Market; Value Investing; Selling to Optimists; Value Traps and Catalysts; In Summary; Notes; Chapter 13: Anger and Mistrust; Anger under the Microscope; The Value of Anger; Trust; Who Trusts Bankers?; The Trust Factor; Trust and Forgiveness; In Summary; Notes; Chapter 14: The Psychology of Leadership; Blaming Management; The Emotional Value of Human Sacrifice; Superstar CEOs; Buy Mistrusted Leadership; Buy Unstable Governments; Using Text Analytics to Improve Executive Communication; Conclusion  
In Summary

---