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Autore	Burton Edwin T
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Edizione	[1st edition]
Descrizione fisica	1 online resource (256 p.)
Collana	Wiley finance series
Altri autori (Persone)	ShahSunit N
Disciplina	332.01/9
Soggetti	Inversions Mercat financer Presa de decisions Aspectes psicològics Investments - Psychological aspects Capital market - Psychological aspects Decision making Llibres electrònics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction -- Introduction to behavioral finance -- What is the efficient market hypothesis? -- The EMH and the "market model" -- The forerunners to behavioral finance -- Noise traders -- Noise traders and the law of one price -- Index.
Sommario/riassunto	An in-depth look into the various aspects of behavioral finance Behavioral finance applies systematic analysis to ideas that have long floated around the world of trading and investing. Yet it is important to

realize that we are still at a very early stage of research into this discipline and have much to learn. That is why Edwin Burton has written Behavioral Finance: Understanding the Social, Cognitive, and Economic Debates. Engaging and informative, this timely guide contains valuable insights into various issues surrounding behavioral finance. Topics addressed include nois

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