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Sommario/riassunto	Praise for Market Psych ""MarketPysch is an important step in taking the field of behavioral finance from the quaint and theoretical to the powerful and practical. Backed by the new research in neuroscience and loaded with techniques tailored to your individual investor personality type, this book is a must-read for the active investor.""-Stephen M. Horan , PhD, CFA, Head, Professional Education Content and Private Wealth, CFA Institute ""As someone whose work in the 1970's and 1980's first highlighted the importance of the prefrontal cortex and limbic system to financial decision making, I can