

1. Record Nr.	UNINA9910824852503321
Autore	Peterson Richard L. <1972->
Titolo	MarketPsych : how to manage fear and build your investor identity // Richard L. Peterson, Frank F. Murtha
Pubbl/distr/stampa	Hoboken, N.J., : John Wiley & Sons, c2010
ISBN	1-282-75626-5 9786612756269 0-470-88664-1 1-118-26787-7 0-470-88677-3 0-470-88676-5
Edizione	[1st edition]
Descrizione fisica	1 online resource (243 p.)
Collana	Wiley Finance THEi Wiley ebooks
Altri autori (Persone)	MurthaFrank F. <1970->
Disciplina	332.601/9
Soggetti	Investment advisors - Psychology Investments - Psychological aspects Stockbrokers - Psychology Financial planners - Psychology
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	MarketPsych: How to Manage Fear and Build Your Investor Identity; Contents; Preface; Acknowledgments; Chapter 1: Your Investor Identity: And Why You Need One; Chapter 2: Investor Identity Fundamentals: Frames, Motivations, and Goals; Chapter 3: Your Investor Personality: Your Character and Style; Chapter 4: Your Investor Emotions: The Hidden Drivers of Behavior; Chapter 5: Your Investor Values: What's Most Important to You?; Chapter 6: Your Investor Blind Spots: Identifying (and Avoiding) Mental Traps; Chapter 7: Your Investor Stress: Smoothing Out the Ups and Downs Chapter 8: Being Your Best SelfAppendix A: Chapter 9: Summary of Meditation Techniques; Appendix B: Gratitude List; About the Authors; Index
Sommario/riassunto	An investor's guide to understanding the most elusive (yet most

important) aspect of successful investing - yourself. Why is it that the investing performance of so many smart people reliably and predictably falls short? The answer is not that they know too little about the markets. In fact, they know too little about themselves. Combining the latest findings from the academic fields of behavioral finance and experimental psychology with the down-and-dirty real-world wisdom of successful investors, Drs. Richard Peterson and Frank Murtha guide both new and experienced investor
