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Titolo	Inside the investor's brain [[electronic resource] ] : the power of mind over money // Richard L. Peterson
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ISBN	1-118-04480-0 1-119-19694-9 1-280-91659-1 9786610916597 0-470-16590-1
Descrizione fisica	1 online resource (416 p.)
Collana	Wiley trading series
Disciplina	332.6 332.601/9
Soggetti	Investments - 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 (p. 331-367) and index.
Nota di contenuto	Preface -- Acknowledgments -- About the author -- Introduction -- Foundations: the intersection of mind and money -- Markets on the mind: the challenge of finding an edge -- Brain basics: the building blocks -- Origins of mind: expectations, beliefs, and meaning -- Neurochemistry: this is your brain on drugs -- Feelings and finances -- Intuition: the power of listening to your gut -- Money emotions: clouding judgment -- Joy, hope, and greed: hooked on a feeling -- Overconfidence and hubris: too much of a good thing -- Anxiety, fear, and nervousness: how not to panic -- Stress and burn-out: short term pleasure, long term pain -- Love of risk: are you trading or gambling? -- Personality factors: what are great investors like? -- Thinking about money -- Making decisions: the effects of probability, ambiguity, and trust -- Framing your options: seeing the world in black and white -- Loss aversion: cutting losers short and letting winners run -- Time discounting: why we eat dessert first -- Herding: keeping up with the Jones? -- Charting and data mining: reading tea leaves -- Attention and memory: what's in a name? -- Age, sex, and culture: risk-taking around the world -- In practice -- Emotion management: a balancing

act -- Change techniques: going deep -- Behavioral finance investing:  
playing the players -- Notes -- Glossary -- Index.

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## Sommario/riassunto

Unique insights into how the mind of an investor operates and how developing emotional awareness leads to long-term success Inside the Investor's Brain provides readers with specific techniques for understanding their financial psychology, so that they can improve their own performance and learn how to outsmart other investors. Chapter by chapter, author Richard Peterson addresses various mental traps and how they play a role in investing. Through examples, such as a gambling experiment with playing cards, the author shows readers how being aware of the subconscious can separate the s

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