

1. Record Nr.	UNINA9910974090303321
Autore	Peterson Richard L
Titolo	Your Investor Blind Spots
Pubbl/distr/stampa	Hoboken, : Wiley, 2011
ISBN	9786613320711 9781118108345 1118108345 9781283320719 1283320711
Edizione	[1st ed.]
Descrizione fisica	1 online resource (57 p.)
Collana	Wiley Global Finance Executive Select ; ; v.155
Altri autori (Persone)	MurthaFrank F
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	Description based upon print version of record.
Nota di contenuto	Cover; Title Page; Copyright; Chapter 6: Your Investor Blind Spots: Identifying (and Avoiding) Mental Traps; Trap #1: Win/Lose Mentality; Trap #2: Down with the Ship Syndrome; Trap #3: Anchoring; Trap #4: Mean Reversion Bias; Trap #5: Endowment Effect; Trap #6: Media Hype Effect; Trap #7: Short Termism; Trap #8: Overconfidence; Trap #9: Herding; Trap #10: Hindsight Bias; MarketPsych's Investing Traps Worksheet; Conclusion
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

