ADVANCES IN BEHAVIORAL FINANCE VOLUME II RAR

BEHAVIORAL FINANCE: A NOVEL APPROACHADVANCES IN BEHAVIORAL FINANCEADVANCES IN BEHAVIORAL FINANCE, VOLUME IIBEHAVIOURAL FINANCE FOR PRIVATE BANKINGCONTEMPORARY ISSUES IN BEHAVIORAL FINANCELECTURE NOTES IN BEHAVIORAL FINANCEBEHAVIORAL FINANCE FOR PRIVATE BANKINGHANDBOOK OF BEHAVIORAL FINANCEBEHAVIORAL FINANCE: BEYOND THE BASICSBEHAVIORAL FINANCEINEFFICIENT MARKETSBEHAVIORAL FINANCEBEHAVIORAL FINANCE: WHERE DO INVESTORS' BIASES COME FROM?BEHAVIORAL FINANCE AND WEALTH MANAGEMENTBEHAVIORAL FINANCEBEHAVIORAL FINANCEBEHAVIORAL FINANCEUNRAVELING THE MIND: EXPLORING BEHAVIORAL FINANCEADVANCES IN Behavioral Finance, Volume IIThe Story of Behavioral Finance Itzhak Venezia Richard H. THALER RICHARD H. THALER THORSTEN HENS SIMON GRIMA ITZHAK VENEZIA KREMENA K. BACHMANN Brian R. Bruce Itzhak Venezia H. Kent Baker Andrei Shleifer Edwin T. Burton Itzhak VENEZIA MICHAEL M. POMPIAN LUCY F. ACKERT ROLF J. DAXHAMMER H. KENT BAKER DLYRA SOLVEX RICHARD H. THALER BRANDON ADAMS BEHAVIORAL FINANCE: A NOVEL APPROACH ADVANCES IN BEHAVIORAL FINANCE ADVANCES IN BEHAVIORAL FINANCE, VOLUME II BEHAVIOURAL FINANCE FOR PRIVATE BANKING CONTEMPORARY ISSUES IN BEHAVIORAL FINANCE LECTURE NOTES IN BEHAVIORAL FINANCE BEHAVIORAL FINANCE FOR PRIVATE BANKING HANDBOOK OF BEHAVIORAL FINANCE BEHAVIORAL FINANCE: BEYOND THE BASICS BEHAVIORAL FINANCE INEFFICIENT MARKETS BEHAVIORAL FINANCE BEHAVIORAL FINANCE: WHERE DO INVESTORS' BIASES COME FROM? BEHAVIORAL FINANCE AND WEALTH MANAGEMENT BEHAVIORAL FINANCE BEHAVIORAL FINANCE BEHAVIORAL FINANCE UNRAVELING THE MIND: EXPLORING BEHAVIORAL FINANCE ADVANCES IN BEHAVIORAL FINANCE, VOLUME II THE STORY OF BEHAVIORAL FINANCE ITZHAK VENEZIA RICHARD H. THALER RICHARD H. THALER THORSTEN HENS SIMON GRIMA ITZHAK Venezia Kremena K. Bachmann Brian R. Bruce Itzhak Venezia H. Kent Baker Andrei Shleifer EDWIN T. BURTON ITZHAK VENEZIA MICHAEL M. POMPIAN LUCY F. ACKERT ROLF J. DAXHAMMER H. KENT BAKER DLYRA SOLVEX RICHARD H. THALER BRANDON ADAMS

BEHAVIORAL FINANCE A NOVEL APPROACH PRESENTS ORIGINAL PAPERS EXPLORING FRESH IDEAS IN BEHAVIORAL FINANCE ITS CHAPTERS SPAN A WIDE RANGE OF TOPICS IN A DISTINCT MIX OF TRADITIONAL ISSUES ALONG WITH LESS CONVENTIONAL MATTERS THIS BLEND CREATES AN OPTIMAL BALANCE BETWEEN CHAPTERS AIMING AT WIDENING THE SCOPE OF RESEARCH IN BEHAVIORAL FINANCE AND THOSE STRIVING TO REFINE THE EXTANT KNOWLEDGE THUS ALONG WITH TRADITIONAL TOPICS SUCH AS BIASES IN PENSION DECISIONS ANALYSTS RECOMMENDATION GENDER DIFFERENCES IN DECISIONS AND IPO S UNDERPRICING THE BOOK ALSO CONTAINS CHAPTERS ON CEO AND BOARD MEMBERS BEHAVIOR BIASED RESPONSES TO REGULATION AND REGULATORY REFORM INVESTORS ATTITUDES TOWARDS CORPORATE GOVERNANCE COGNITIVE BIASES IN JUDICIAL DECISIONS THE RELATIONS BETWEEN BEHAVIORAL FINANCE AND RELIGION NEW METHODS TO CALIBRATE THE ACCURACY OF FORECASTS AND THE RELATIONS BETWEEN BEHAVIORAL FINANCE AND OPTIMAL CONTRACTING PRESENTING ORIGINAL FINDINGS ON A VAST ASSORTMENT OF SUBJECTS ALL IN ONE VENUE MAKES THE BOOK IDEAL AS A REFERENCE BOOK FOR RESEARCHERS AND PRACTITIONERS INTERESTED IN KEEPING UP WITH THE IMPORTANT DEVELOPMENTS IN BEHAVIORAL FINANCE THE BOOK COULD ALSO SERVE AS A HANDY GUIDE FOR ADAPTING INSIGHTS FROM POPULAR BEHAVIORAL FINANCE TO SOME IMPORTANT UNDERREPRESENTED ISSUES

MODERN FINANCIAL MARKETS OFFER THE REAL WORLD S BEST APPROXIMATION TO THE IDEALIZED PRICE AUCTION MARKET ENVISIONED IN ECONOMIC THEORY NEVERTHELESS AS THE INCREASINGLY EXQUISITE AND DETAILED FINANCIAL DATA DEMONSTRATE FINANCIAL MARKETS OFTEN FAIL TO BEHAVE AS THEY SHOULD IF TRADING WERE TRULY DOMINATED BY THE FULLY RATIONAL INVESTORS THAT POPULATE FINANCIAL THEORIES THESE MARKETS ANOMALIES HAVE SPAWNED A NEW APPROACH TO FINANCE ONE WHICH AS EDITOR RICHARD THALER PUTS IT ENTERTAINS THE POSSIBILITY THAT SOME AGENTS IN THE ECONOMY BEHAVE LESS THAN FULLY RATIONALLY SOME OF THE TIME ADVANCES IN BEHAVIORAL FINANCE COLLECTS TOGETHER TWENTY ONE RECENT ARTICLES THAT ILLUSTRATE THE POWER OF THIS APPROACH THESE PAPERS DEMONSTRATE HOW SPECIFIC DEPARTURES FROM FULLY RATIONAL DECISION MAKING BY INDIVIDUAL MARKET AGENTS CAN PROVIDE EXPLANATIONS OF OTHERWISE PUZZLING MARKET PHENOMENA TO TAKE SEVERAL EXAMPLES WERNER DE BONDT AND THALER FIND AN EXPLANATION FOR SUPERIOR PRICE PERFORMANCE OF FIRMS WITH POOR RECENT EARNINGS HISTORIES IN THE TENDENCIES

OF INVESTORS TO OVERREACT TO RECENT INFORMATION RICHARD ROLL TRACES THE NEGATIVE EFFECTS OF CORPORATE TAKEOVERS ON THE STOCK PRICES OF THE ACQUIRING FIRMS TO THE OVERCONFIDENCE OF MANAGERS WHO FAIL TO RECOGNIZE THE CONTRIBUTIONS OF CHANCE TO THEIR PAST SUCCESSES ANDREI SHLEIFER AND ROBERT VISHNY SHOW HOW THE DIFFICULTY OF ESTABLISHING A RELIABLE REPUTATION FOR CORRECTLY ASSESSING THE VALUE OF LONG TERM CAPITAL PROJECTS CAN LEAD INVESTMENT ANALYSIS AND HENCE CORPORATE MANAGERS TO FOCUS MYOPICALLY ON SHORT TERM RETURNS AS A TESTING GROUND FOR ASSESSING THE EMPIRICAL ACCURACY OF BEHAVIORAL THEORIES THE SUCCESSFUL STUDIES IN THIS LANDMARK COLLECTION REACH BEYOND THE WORLD OF FINANCE TO SUGGEST VERY POWERFULLY THE IMPORTANCE OF PURSUING BEHAVIORAL APPROACHES TO OTHER AREAS OF ECONOMIC LIFE ADVANCES IN BEHAVIORAL FINANCE IS A SOLID BEACHHEAD FOR BEHAVIORAL WORK IN THE FINANCIAL ARENA AND A CLEAR PROMISE OF WIDER APPLICATION FOR BEHAVIORAL ECONOMICS IN THE FUTURE

A DEFINITIVE AND WIDE RANGING OVERVIEW OF DEVELOPMENTS IN BEHAVIOURAL FINANCE OVER THE PAST TEN YEARS THIS SECOND VOLUME PRESENTS TWENTY RECENT PAPERS BY LEADING SPECIALISTS

THAT ILLUSTRATE THE ABIDING POWER OF BEHAVIOURAL FINANCE

A COMPLETE FRAMEWORK FOR APPLICATIONS OF BEHAVIORAL FINANCE IN PRIVATE BANKING BEHAVIOURAL FINANCE FOR PRIVATE BANKING CONSIDERS CLIENT NEEDS SPECIFIC TO PRIVATE BANKING LIKE PERSONAL CIRCUMSTANCES OBJECTIVES AND ATTITUDE TO RISK THIS BOOK INCLUDES THE THEORETICAL FOUNDATIONS OF INVESTMENT DECISION MAKING AN INTRODUCTION TO BEHAVIORAL BIASES AN EXPLANATION OF CULTURAL DIFFERENCES IN GLOBAL BUSINESS A GUIDE TO ASSET ALLOCATION OVER THE LIFE CYCLE OF THE INVESTMENT AND SEVERAL CASE STUDIES TO ILLUSTRATE HOW CAN BE APPLIED A MUST READ FOR ANYONE IN PRIVATE BANKING THIS BOOK DEMONSTRATES HOW TO SATISFY CLIENT NEEDS

THIS SPECIAL EDITION OF CONTEMPORARY STUDIES IN ECONOMIC AND FINANCIAL ANALYSIS OFFERS SEVENTEEN CHAPTERS FROM INVITED PARTICIPANTS IN THE INTERNATIONAL APPLIED SOCIAL SCIENCE CONGRESS HELD IN TURKEY BETWEEN THE 19TH AND 21ST APRIL 2018

THIS VOLUME PRESENTS LECTURE NOTES FOR A COURSE IN BEHAVIORAL FINANCE MOST SUITABLE FOR

MBA STUDENTS BUT ALSO ADAPTABLE FOR A PHD CLASS THESE LECTURE NOTES ARE BASED ON THE AUTHOR S EXPERIENCE IN TEACHING BEHAVIORAL FINANCE CLASSES AT BOCCONI UNIVERSITY AT THE PHD LEVEL AND AT THE ACADEMIC COLLEGE OF TEL AVIV YAFFO MBA WRITTEN IN A WAY THAT IS USER FRIENDLY FOR BOTH TEACHERS AND STUDENTS THIS BOOK IS THE FIRST OF ITS KIND AND CONSOLIDATES ALL THE MATERIAL NECESSARY FOR A COURSE ON BEHAVIORAL FINANCE BALANCING PSYCHOLOGICAL CONCEPTS WITH FINANCIAL APPLICATIONS MATERIAL FORMERLY PRESENTED ONLY IN ACADEMIC PAPERS HAS BEEN TRANSFORMED TO A FORMAT MORE SUITABLE FOR STUDENTS WHILE THE MOST IMPORTANT ISSUES HAVE BEEN HIGHLIGHTED IN BOXES THAT CAN FORM THE BASIS OF A LECTURER S TEACHING SLIDES IN ADDITION TO CORRALLING ALL THE CURRENTLY SCATTERED MATERIALS INTO ONE BOOK A NEAT LOGICAL ORDER IS INTRODUCED TO THE SUBJECT MATTER BEHAVIORAL FINANCE IS PUT IN A CONTEXT RELATIVE TO THE OTHER DISCIPLINES OF FINANCE ITS HISTORY IS OUTLINED AND THE WAY IT EVOLVED FROM AN ECLECTIC COLLECTION OF COUNTER EXAMPLES TO MARKET EFFICIENCY INTO A BONA FIDE DISCIPLINE OF FINANCE IS REVIEWED AND EXPLAINED THE 17 TOPIC BASED CHAPTERS IN THIS BOOK ARE EACH INTENDED FOR A 90 MINUTE LECTURE THE FIRST FIVE CHAPTERS PART] PROVIDE THE PSYCHOLOGICAL AND FINANCIAL FOUNDATIONS OF BEHAVIORAL FINANCE THE NEXT 12 CHAPTERS PART 2 ARE APPLICATIONS CHAPTERS 6 13 COVER THE ESSENTIALS WHILE CHAPTERS 14 17 ARE SPECIAL ELECTIVE TOPICS

AN ESSENTIAL FRAMEWORK FOR WEALTH MANAGEMENT USING BEHAVIORAL FINANCE BEHAVIORAL FINANCE BEHAVIORAL FINANCE FOR PRIVATE BANKING PROVIDES A COMPLETE FRAMEWORK FOR WEALTH MANAGEMENT TAILORED TO THE UNIQUE NEEDS OF EACH CLIENT MERGING BEHAVIORAL FINANCE WITH PRIVATE BANKING THIS FRAMEWORK HELPS YOU GAIN A GREATER UNDERSTANDING OF YOUR CLIENT'S WANTS NEEDS AND PERSPECTIVES TO STREAMLINE THE DECISION MAKING PROCESS BEGINNING WITH THE THEORETICAL FOUNDATIONS OF INVESTMENT DECISION MAKING AND BEHAVIORAL BIASES THE DISCUSSION DELVES INTO CULTURAL DIFFERENCES IN GLOBAL BUSINESS AND ASSET ALLOCATION OVER THE LIFE CYCLE OF THE INVESTMENT TO HELP YOU CONSTRUCT A WEALTH MANAGEMENT STRATEGY CATERED TO EACH INDIVIDUAL S NEEDS THIS NEW SECOND EDITION HAS BEEN UPDATED TO INCLUDE COVERAGE OF FINTECH AND NEUROFINANCE AN EXTENSION OF BEHAVIORAL FINANCE THAT IS BEGINNING TO GAIN TRACTION IN THE PRIVATE BANKING SPACE WORKING CLOSELY WITH CLIENTS ENTAILS DEEP

INTERPERSONAL GIVE AND TAKE TO BE SUCCESSFUL PRIVATE BANKING PROFESSIONALS MUST BE AS WELL VERSED IN BEHAVIORAL PSYCHOLOGY AS THEY ARE IN FINANCE THIS INTERSECTION IS THE HEART OF BEHAVIORAL FINANCE AND THIS BOOK PROVIDES ESSENTIAL KNOWLEDGE THAT CAN HELP YOU BETTER SERVE YOUR CLIENTS NEEDS UNDERSTAND THE INTERNAL DIALOGUE AT WORK WHEN INVESTMENT DECISIONS ARE MADE OVERCOME THE MOST COMMON BEHAVIORAL BIASES AND WATCH FOR YOUR OWN LEARN HOW FINTECH AND NEUROFINANCE IMPACT ALL ASPECTS OF PRIVATE BANKING SET UP A STRUCTURED WEALTH MANAGEMENT PROCESS THAT PLACES THE CLIENT S NEEDS FRONT AND CENTER PRIVATE BANKING CLIENTS DEMAND MORE THAN JUST FINANCIAL EXPERTISE THEY WANT AN ADVISOR WHO TRULY UNDERSTANDS THEIR NEEDS AND CAN DEVELOP AND EXECUTE THE KIND OF STRATEGY THAT WILL HELP THEM ACHIEVE THEIR GOALS BEHAVIORAL FINANCE FOR PRIVATE BANKING PROVIDES A COMPLETE FRAMEWORK ALONGSIDE INSIGHTFUL DISCUSSION TO HELP YOU BECOME THE SOLUTION YOUR CLIENTS SEEK

THE HANDBOOK OF BEHAVIORAL FINANCE IS A COMPREHENSIVE TOPICAL AND CONCISE SOURCE OF CUTTING EDGE RESEARCH ON RECENT DEVELOPMENTS IN BEHAVIORAL FINANCE

THIS IS THE FOURTH VOLUME OF EDITED BOOKS CONSTITUTING AN ECLECTIC COLLECTION OF PAPERS IN BEHAVIORAL FINANCE BASED ON CONTRIBUTIONS BY PARTICIPANTS OF ISRAEL BEHAVIOR FINANCE CONFERENCES LIKE ITS PREDECESSORS THIS BOOK CONTINUES TO BE EDITED BY PROFESSOR ITZHAK VENEZIA THIS BOOK WITH DR RACHEL CALIPHA WHO CAREFULLY SELECTED THE PAPERS TO BE INCLUDED IN THIS VOLUME BEHAVIORAL FINANCE HAS EVOLVED SIGNIFICANTLY SINCE ITS INCEPTION AND CHAPTERS IN THIS COLLECTION REFLECT THE DIVERSE AND DYNAMIC NATURE OF THIS FIELD THEY NOT ONLY BUILD UPON THE FOUNDATIONAL CONCEPTS ESTABLISHED IN THE EARLIER VOLUMES BUT ALSO EXPLORE NOVEL FINANCIAL PRODUCTS THEMES AND IDEAS THAT HAVE GAINED RAPID PROMINENCE IN RECENT YEARS FROM THE INTEGRATION OF ARTIFICIAL INTELLIGENCE INTO INVESTMENT DECISION MAKING PROCESSES TO THE ANALYSIS OF THE ALTERNATIVE MEATS INDUSTRY AND VARIOUS OTHER ALTERNATIVE INVESTMENT INSTRUMENTS SUCH AS NFTS NON FUNGIBLE TOKENS THIS COLLECTION THEREFORE PUSHES THE BOUNDARIES OF WHAT IS CONVENTIONALLY ASSOCIATED WITH BEHAVIORAL FINANCE

PEOPLE TEND TO BE PENNY WISE AND POUND FOOLISH AND CRY OVER SPILT MILK EVEN THOUGH WE ARE TAUGHT TO DO NEITHER FOCUSING ON THE PRESENT AT THE EXPENSE OF THE FUTURE AND BASING DECISIONS ON LOST VALUE ARE TWO MISTAKES COMMON TO DECISION MAKING THAT ARE PARTICULARLY COSTLY IN THE WORLD OF FINANCE BEHAVIORAL FINANCE WHAT EVERYONE NEEDS TO KNOWR PROVIDES AN OVERVIEW OF COMMON SHORTCUTS AND MISTAKES PEOPLE MAKE IN MANAGING THEIR FINANCES IT COVERS THE COMMON COGNITIVE BIASES OR ERRORS THAT OCCUR WHEN PEOPLE ARE COLLECTING PROCESSING AND INTERPRETING INFORMATION THESE INCLUDE EMOTIONAL BIASES AND THE INFLUENCE OF SOCIAL FACTORS FROM CULTURE TO THE BEHAVIOR OF ONE S PEERS THESE EFFECTS VARY DURING ONE S LIFE REFLECTING DIFFERENCES IN DUE TO AGE EXPERIENCE AND GENDER AMONG THE QUESTIONS TO BE ADDRESSED ARE HOW DID THE FINANCIAL CRISIS OF 2007 2008 SPUR UNDERSTANDING HUMAN BEHAVIOR WHAT ARE MARKET ANOMALIES AND HOW DO THEY RELATE TO BEHAVIORAL BIASES WHAT ROLE DOES OVERCONFIDENCE PLAY IN FINANCIAL DECISION MAKING AND HOW DOES GETTING OLDER AFFECT RISK TOLERANCE

THE EFFICIENT MARKETS HYPOTHESIS HAS BEEN THE CENTRAL PROPOSITION IN FINANCE FOR NEARLY THIRTY YEARS IT STATES THAT SECURITIES PRICES IN FINANCIAL MARKETS MUST EQUAL FUNDAMENTAL VALUES EITHER BECAUSE ALL INVESTORS ARE RATIONAL OR BECAUSE ARBITRAGE ELIMINATES PRICING ANOMALIES THIS BOOK DESCRIBES AN ALTERNATIVE APPROACH TO THE STUDY OF FINANCIAL MARKETS BEHAVIORAL FINANCE THIS APPROACH STARTS WITH AN OBSERVATION THAT THE ASSUMPTIONS OF INVESTOR RATIONALITY AND PERFECT ARBITRAGE ARE OVERWHELMINGLY CONTRADICTED BY BOTH PSYCHOLOGICAL AND INSTITUTIONAL EVIDENCE IN ACTUAL FINANCIAL MARKETS LESS THAN FULLY RATIONAL INVESTORS TRADE AGAINST ARBITRAGEURS WHOSE RESOURCES ARE LIMITED BY RISK AVERSION SHORT HORIZONS AND AGENCY PROBLEMS THE BOOK PRESENTS AND EMPIRICALLY EVALUATES MODELS OF SUCH INEFFICIENT MARKETS BEHAVIORAL FINANCE MODELS BOTH EXPLAIN THE AVAILABLE FINANCIAL DATA BETTER THAN DOES THE EFFICIENT MARKETS HYPOTHESIS AND GENERATE NEW EMPIRICAL PREDICTIONS THESE MODELS CAN ACCOUNT FOR SUCH ANOMALIES AS THE SUPERIOR PERFORMANCE OF VALUE STOCKS THE CLOSED END FUND PUZZLE THE HIGH RETURNS ON STOCKS INCLUDED IN MARKET INDICES THE PERSISTENCE OF STOCK PRICE BUBBLES AND EVEN THE COLLAPSE OF SEVERAL WELL KNOWN HEDGE FUNDS IN 1998 BY SUMMARIZING AND EXPANDING THE

RESEARCH IN BEHAVIORAL FINANCE THE BOOK BUILDS A NEW THEORETICAL AND EMPIRICAL FOUNDATION FOR THE ECONOMIC ANALYSIS OF REAL WORLD MARKETS

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 NOISE TRADER THEORY AND MODELS RESEARCH INTO PSYCHOLOGICAL BEHAVIOR PIONEERED BY DANIEL KAHNEMAN AND AMOS TVERSKY AND SERIAL CORRELATION PATTERNS IN STOCK PRICE DATA ALONG THE WAY BURTON SHARES HIS OWN VIEWS ON BEHAVIORAL FINANCE IN ORDER TO SHED SOME MUCH NEEDED LIGHT ON THE SUBJECT DISCUSSES THE EFFICIENT MARKET HYPOTHESIS EMH AND ITS HISTORY AND PRESENTS THE BACKGROUND OF THE EMERGENCE OF BEHAVIORAL FINANCE EXAMINES SHLEIFER S MODEL OF NOISE TRADING AND EXPLORES OTHER LITERATURE ON THE TOPIC OF NOISE TRADING COVERS ISSUES ASSOCIATED WITH ANOMALIES AND DETAILS SERIAL CORRELATION FROM THE PERSPECTIVE OF EXPERTS SUCH AS DEBONDT AND THALER A COMPANION WEBSITE CONTAINS SUPPLEMENTARY MATERIAL THAT ALLOWS YOU TO LEARN IN A HANDS ON FASHION LONG AFTER CLOSING THE BOOK IN ORDER TO ACHIEVE BETTER INVESTMENT RESULTS WE MUST FIRST OVERCOME OUR BEHAVIORAL FINANCE BIASES THIS BOOK WILL PUT YOU IN A BETTER POSITION TO DO SO

THIS UNIQUE VOLUME PRESENTS NEW ORIGINAL RESEARCH EXPLORING FACTORS THAT LEAD TO INVESTORS BEHAVIORAL BIASES IT DISCUSSES HOW FEATURES SUCH AS PROFESSIONALISM SOPHISTICATION GENDER MEDIA AND CULTURE INFLUENCE INVESTORS DECISION MAKING IN GENERAL AND IN PARTICULAR HOW THEY GENERATE OR LIMIT BEHAVIORAL AND COGNITIVE BIASES THE EFFECTS OF THESE FACTORS ON CAPITAL MARKETS ARE ALSO DISCUSSED THE BOOK IS BASED ON THE DISCUSSIONS AND PRESENTATIONS AT THE FIRST ISRAEL BEHAVIORAL FINANCE CONFERENCE WHICH TOOK PLACE IN TEL AVIV IN MAY 2015 IT EXAMINES IN GREATER DETAIL SOME OF THE KEY ISSUES DISCUSSED AT THE CONFERENCE THIS IS AN INNOVATIVE BOOK IN BEHAVIORAL FINANCE IT IS THE

FIRST TO PRESENT AN EXTENSIVE COLLECTION OF PAPERS WHICH DISCUSS A COMPREHENSIVE ARRAY OF FACTORS THAT INFLUENCE OR DEFINE INVESTOR CHARACTER AND ANALYZES THESE FACTORS EFFECTS ON FINANCIAL MARKETS THE BOOK IS USEFUL FOR READERS INTERESTED IN UNDERSTANDING THE FACTORS THAT INFLUENCE INVESTORS PROFILES AND THUS THEIR BEHAVIORAL BIASES THE BOOK WILL BE OF GREAT INTEREST TO RESEARCHERS AND STUDENTS SEEKING A REFERENCE BOOK WHICH CONTAINS TIMELY RESEARCH ON THESE AREAS OF BEHAVIORAL FINANCE

POMPIAN IS HANDING YOU THE MAGIC BOOK THE ONE THAT REVEALS YOUR BEHAVIORAL FLAWS AND SHOWS YOU HOW TO AVOID THEM THE TRICKS TO SUCCESS ARE HERE READ AND DO NOT STOP UNTIL YOU ARE ONE OF VERY FEW MAGICIANS ARNOLD S WOOD PRESIDENT AND CHIEF EXECUTIVE OFFICER MARTINGALE ASSET MANAGEMENT FEAR AND GREED DRIVE MARKETS AS WELL AS GOOD AND BAD INVESTMENT DECISION MAKING IN BEHAVIORAL FINANCE AND WEALTH MANAGEMENT FINANCIAL EXPERT MICHAEL POMPIAN SHOWS YOU WHETHER YOU RE AN INVESTOR OR A FINANCIAL ADVISOR HOW TO MAKE BETTER INVESTMENT DECISIONS BY EMPLOYING BEHAVIORAL FINANCE RESEARCH POMPIAN TAKES A PRACTICAL APPROACH TO THE SCIENCE OF BEHAVIORAL FINANCE AND PUTS IT TO USE IN THE REAL WORLD HE REVEALS 20 OF THE MOST PROMINENT INDIVIDUAL INVESTOR BIASES AND HELPS YOU PROPERLY MODIFY YOUR ASSET ALLOCATION DECISIONS BASED ON THE LATEST RESEARCH ON BEHAVIORAL ANOMALIES OF INDIVIDUAL INVESTORS

THE BOOK BEGINS BY BUILDING UPON THE ESTABLISHED CONVENTIONAL PRINCIPLES OF FINANCE THAT YOU VE HAVE ALREADY LEARNED IN YOUR PRINCIPLES COURSE THE AUTHORS THEN MOVE INTO PSYCHOLOGICAL PRINCIPLES OF BEHAVIORAL FINANCE INCLUDING HEURISTICS AND BIASES OVERCONFIDENCE EMOTION AND SOCIAL FORCES YOU IMMEDIATELY SEE HOW HUMAN BEHAVIOR INFLUENCES THE DECISIONS OF INDIVIDUAL INVESTORS AND PROFESSIONAL FINANCE PRACTITIONERS MANAGERS AND MARKETS YOU ALSO GAIN A STRONG UNDERSTANDING OF HOW SOCIAL FORCES IMPACT INDIVIDUALS CHOICES THE BOOK CLEARLY EXPLAINS WHAT BEHAVIORAL FINANCE INDICATES ABOUT OBSERVED MARKET OUTCOMES AS WELL AS HOW PSYCHOLOGICAL BIASES POTENTIALLY IMPACT THE BEHAVIOR OF MANAGERS THE BOOK S SOLID ACADEMIC APPROACH PROVIDES OPPORTUNITIES FOR YOU TO UTILIZE THEORY AND COMPLETE APPLICATIONS IN EVERY CHAPTER AS YOU LEARN THE IMPLICATIONS OF BEHAVIORAL FINANCE ON RETIREMENT PENSIONS EDUCATION

DEBIASING AND CLIENT MANAGEMENT THE BOOK SPENDS A SIGNIFICANT AMOUNT OF TIME EXAMINING HOW TODAY S PRACTITIONERS CAN USE BEHAVIORAL FINANCE TO FURTHER THEIR PROFESSIONAL SUCCESS

OVER THE LAST 50 YEARS NEOCLASSICAL FINANCIAL THEORY HAS BEEN DOMINATING OUR PERCEPTION OF WHAT IS HAPPENING IN FINANCIAL MARKETS IT HAS SPURRED NUMEROUS VALUABLE THEORIES AND CONCEPTS ALL BASED ON THE CONCEPT OF HOMO ECONOMICUS THE STRICTLY RATIONAL ECONOMIC MAN HOWEVER HUMANS DO NOT ALWAYS ACT IN A STRICTLY RATIONAL MANNER FOR STUDENTS AND PRACTITIONERS ALIKE OUR BOOK AIMS AT OPENING THE DOOR TO ANOTHER PERSPECTIVE ON FINANCIAL MARKETS A BEHAVIORAL PERSPECTIVE BASED ON A HOMO OECONOMICUS HUMANUS THIS AGENT ACTS WITH LIMITED RATIONALITY WHEN MAKING DECISIONS HE SHE USES HEURISTICS AND SHORTCUTS AND IS PRONE TO THE INFLUENCE OF EMOTIONS THIS SOUNDS FAMILIAR IN REAL LIFE AND CAN BE TRANSFERRED TO WHAT HAPPENS IN FINANCIAL MARKETS TOO

A DEFINITIVE GUIDE TO THE GROWING FIELD OF BEHAVIORAL FINANCE THIS RELIABLE RESOURCE PROVIDES A COMPREHENSIVE VIEW OF BEHAVIORAL FINANCE AND ITS PSYCHOLOGICAL FOUNDATIONS AS WELL AS ITS APPLICATIONS TO FINANCE COMPRISING CONTRIBUTED CHAPTERS WRITTEN BY DISTINGUISHED AUTHORS FROM SOME OF THE MOST INFLUENTIAL FIRMS AND UNIVERSITIES IN THE WORLD BEHAVIORAL FINANCE PROVIDES A SYNTHESIS OF THE MOST ESSENTIAL ELEMENTS OF THIS DISCIPLINE INCLUDING PSYCHOLOGICAL CONCEPTS AND BEHAVIORAL BIASES THE BEHAVIORAL ASPECTS OF ASSET PRICING ASSET ALLOCATION AND MARKET PRICES AS WELL AS INVESTOR BEHAVIOR CORPORATE MANAGERIAL BEHAVIOR AND SOCIAL INFLUENCES USES A STRUCTURED APPROACH TO PUT BEHAVIORAL FINANCE IN PERSPECTIVE RELIES ON RECENT RESEARCH FINDINGS TO PROVIDE GUIDANCE THROUGH THE MAZE OF THEORIES AND CONCEPTS DISCUSSES THE IMPACT OF SUB OPTIMAL FINANCIAL DECISIONS ON THE EFFICIENCY OF CAPITAL MARKETS PERSONAL WEALTH AND THE PERFORMANCE OF CORPORATIONS BEHAVIORAL FINANCE HAS QUICKLY BECOME PART OF MAINSTREAM FINANCE IF YOU NEED TO GAIN A BETTER UNDERSTANDING OF THIS TOPIC LOOK NO FURTHER THAN THIS BOOK

THIS INSIGHTFUL BOOK TAKES YOU ON A JOURNEY THROUGH THE PSYCHOLOGY BEHIND ECONOMIC CHOICES REVEALING HOW OUR EMOTIONS BIASES AND COGNITIVE ERRORS PLAY A CRUCIAL ROLE IN

SHAPING OUR FINANCIAL BEHAVIORS WITH A BLEND OF REAL WORLD EXAMPLES AND ACADEMIC RESEARCH UNRAVELING THE MINDOFFERS A COMPREHENSIVE OVERVIEW OF THE KEY CONCEPTS IN BEHAVIORAL FINANCE FROM PROSPECT THEORY TO MENTAL ACCOUNTING EACH CHAPTER PROVIDES A DEEPER UNDERSTANDING OF WHY PEOPLE OFTEN MAKE IRRATIONAL DECISIONS WHEN IT COMES TO MONEY BY IMMERSING YOURSELF IN THE THEORIES AND EXPERIMENTS THAT HAVE SHAPED THE FIELD OF BEHAVIORAL FINANCE YOU WILL GAIN VALUABLE INSIGHTS INTO YOUR OWN FINANCIAL DECISION MAKING PROCESSES WHETHER YOU ARE AN INVESTOR FINANCIAL PROFESSIONAL OR SIMPLY INTERESTED IN THE INTERSECTION OF PSYCHOLOGY AND ECONOMICS THIS BOOK WILL CHALLENGE YOUR PERCEPTIONS AND HELP YOU MAKE MORE INFORMED CHOICES IN THE FUTURE THROUGH EXPLORING THE INFLUENCE OF HEURISTICS BIASES AND FRAMING EFFECTS ON OUR FINANCIAL BEHAVIOR UNRAVELING THE MINDEQUIPS READERS WITH THE KNOWLEDGE TO AVOID COMMON PITFALLS AND IMPROVE THEIR OVERALL FINANCIAL WELL BEING BY APPLYING THE PRINCIPLES OF BEHAVIORAL FINANCE TO REAL LIFE SCENARIOS YOU WILL LEARN HOW TO MAKE MORE RATIONAL OBJECTIVE DECISIONS THAT LEAD TO GREATER WEALTH AND SECURITY TAKE A DEEP DIVE INTO THE COMPLEX WORLD OF BEHAVIORAL FINANCE AND UNLOCK THE SECRETS OF THE HUMAN MIND WHEN IT COMES TO MONEY

THIS BOOK OFFERS A DEFINITIVE AND WIDE RANGING OVERVIEW OF DEVELOPMENTS IN BEHAVIORAL FINANCE OVER THE PAST TEN YEARS IN 1993 THE FIRST VOLUME PROVIDED THE STANDARD REFERENCE TO THIS NEW APPROACH IN FINANCE AN APPROACH THAT AS EDITOR RICHARD THALER PUT IT ENTERTAINS THE POSSIBILITY THAT SOME OF THE AGENTS IN THE ECONOMY BEHAVE LESS THAN FULLY RATIONALLY SOME OF THE TIME MUCH HAS CHANGED SINCE THEN NOT LEAST THE BURSTING OF THE INTERNET BUBBLE AND THE SUBSEQUENT MARKET DECLINE FURTHER DEMONSTRATED THAT FINANCIAL MARKETS OFTEN FAIL TO BEHAVE AS THEY WOULD IF TRADING WERE TRULY DOMINATED BY THE FULLY RATIONAL INVESTORS WHO POPULATE FINANCIAL THEORIES BEHAVIORAL FINANCE HAS MADE AN INDELIBLE MARK ON AREAS FROM ASSET PRICING TO INDIVIDUAL INVESTOR BEHAVIOR TO CORPORATE FINANCE AND CONTINUES TO SEE EXCITING EMPIRICAL AND THEORETICAL ADVANCES ADVANCES IN BEHAVIORAL FINANCE VOLUME II CONSTITUTES THE ESSENTIAL NEW RESOURCE IN THE FIELD IT PRESENTS TWENTY RECENT PAPERS BY LEADING SPECIALISTS THAT ILLUSTRATE THE ABIDING POWER OF BEHAVIORAL FINANCE OF HOW SPECIFIC DEPARTURES FROM FULLY RATIONAL DECISION

MAKING BY INDIVIDUAL MARKET AGENTS CAN PROVIDE EXPLANATIONS OF OTHERWISE PUZZLING MARKET PHENOMENA AS WITH THE FIRST VOLUME IT REACHES BEYOND THE WORLD OF FINANCE TO SUGGEST POWERFULLY THE IMPORTANCE OF PURSUING BEHAVIORAL APPROACHES TO OTHER AREAS OF ECONOMIC LIFE THE CONTRIBUTORS ARE BRAD M BARBER NICHOLAS BARBERIS SHLOMO BENARTZI JOHN Y CAMPBELL EMIL M DABORA DANIEL KENT FRAN? OIS DEGEORGE KENNETH A FROOT J B HEATON DAVID HIRSHLEIFER HARRISON HONG MING HUANG NARASIMHAN JEGADEESH JOSEF LAKONISHOK OWEN A LAMONT RONI MICHAELY TERRANCE ODEAN JAYENDU PATEL TANO SANTOS ANDREI SHLEIFER ROBERT J SHILLER JEREMY C STEIN AVANIDHAR SUBRAHMANYAM RICHARD H THALER SHERIDAN TITMAN ROBERT W VISHNY KENT L WOMACK AND RICHARD ZECKHAUSER

THIS BOOK WILL TAKE YOUR UNDERSTANDING OF FINANCE TO THE NEXT LEVEL THE STORY OF BEHAVIORAL FINANCE IS ABOUT FINANCE IN THE REAL WORLD IT S FINANCE THEORY WITH REAL PEOPLE AND REAL INSTITUTIONS WHAT HAPPENS WHEN YOUR PORTFOLIO MANAGER SETS OUT NOT TO MAXIMIZE YOUR RETURN BUT RATHER TO MAXIMIZE HIS OWN COMPENSATION AND MINIMIZE HIS OWN CAREER RISK WHY DIDN T RATIONAL INVESTORS SHORT HIGH FLYING INTERNET COMPANIES BACK IN 1999 WHY WAS IT THAT SO MANY OF THE FIRMS THAT WENT PUBLIC IN 1999 AND 2000 FOR HUNDREDS OF MILLIONS OF DOLLARS SUBSEQUENTLY WENT BANKRUPT THESE ARE THE TYPES OF QUESTIONS THAT WILL BE ANSWERED IN THIS BOOK THE STORY OF BEHAVIORAL FINANCE WILL COVER A LOT OF GROUND WE WILL COVER THE TWO MAIN STRANDS OF BEHAVIORAL FINANCE INVESTOR PSYCHOLOGY AND LIMITS TO ARBITRAGE AND WE LL APPLY THESE CONCEPTS TO A WIDE ARRAY OF FINANCIAL MARKET PHENOMENA WE WILL EXPLORE FOR EXAMPLE WHY IT IS THAT ALMOST NO ONE SEEMS TO BEAT THE MARKET DESPITE THAT FACT THAT THERE ARE OFTEN EASILY SPOTTED PRICE INEFFICIENCIES

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