

Psychology, Decision-Making, and Markets

# Behavioral Finance Psychology Decision Making And Markets

**Lucy F. Ackert, Richard Deaves** 

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Demystifying Behavioral Finance Kok Loang Ooi, 2025-02-25 This book provides a thorough examination of behavioural finance charting its development from foundational theories to contemporary applications and future directions It delves into the psychological underpinnings of investor behaviour elucidating how cognitive biases and emotional responses shape financial markets Beginning with the seminal theories such as Prospect Theory by Kahneman and Tversky the book explores the contributions of pioneering researchers who laid the groundwork for this field It then transitions to modern behavioural finance theories presenting significant research findings and their implications for today s financial landscape Through detailed case studies the book illustrates the practical application of behavioural finance principles in investment strategies corporate finance and personal finance offering readers valuable real world insights Case studies include analyses of market anomalies like the Tulip Mania and the Dot com Bubble as well as modern market disruptions such as the 2008 Financial Crisis the market reactions during the COVID 19 pandemic and recent events like the GameStop short squeeze and the cryptocurrency market fluctuations These examples highlight the influence of behavioural factors on market stability and investor behaviour Additionally the book investigates emerging trends and technologies such as AI and machine learning and their impact on behavioural finance It also offers a global perspective comparing behavioural finance across different cultural and market contexts The concluding section discusses the policy implications of behavioural finance insights and forecasts the field's future trajectory Aimed at academics finance professionals and advanced students this book is an indispensable resource for those seeking to understand the intricate relationship between psychology and finance and a significant contribution to the literature on financial behaviour **Investor Biases and Market Outcomes: Insights from Behavioural Finance** Dr. Sharda Kumari, 2025-09-11 Investor Behavior H. Kent Baker, Victor Ricciardi, 2014-02-06 WINNER Business Personal Finance Investing 2015 USA Best Book Awards FINALIST Business Reference 2015 USA Best Book Awards Investor Behavior provides readers with a comprehensive understanding and the latest research in the area of behavioral finance and investor decision making Blending contributions from noted academics and experienced practitioners this 30 chapter book will provide investment professionals with insights on how to understand and manage client behavior a framework for interpreting financial market activity and an in depth understanding of this important new field of investment research The book should also be of interest to academics investors and students The book will cover the major principles of investor psychology including heuristics bounded rationality regret theory mental accounting framing prospect theory and loss aversion Specific sections of the book will delve into the role of personality traits financial therapy retirement planning financial coaching and emotions in investment decisions Other topics covered include risk perception and tolerance asset allocation decisions under inertia and inattention bias evidenced based financial planning motivation and satisfaction

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