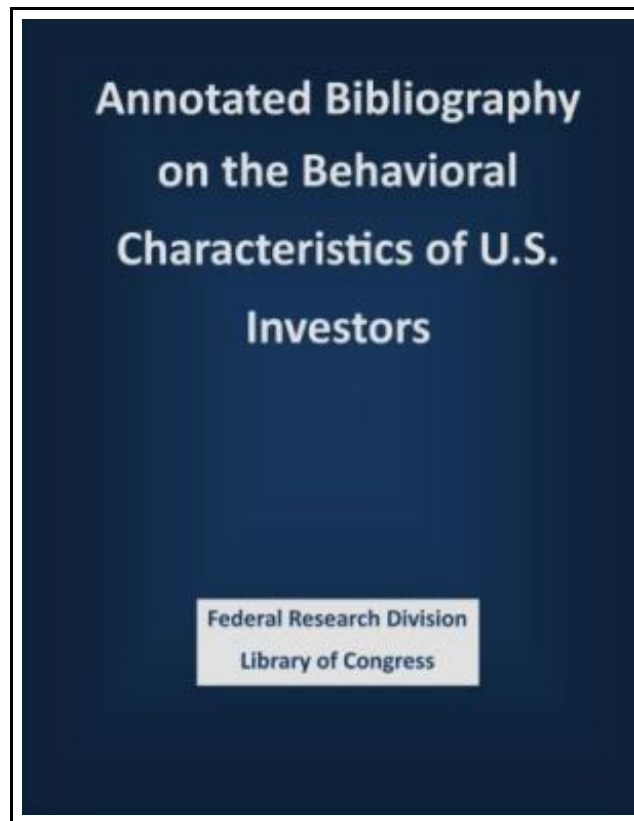


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Createspace, United States, 2014. Paperback. Book Condition: New. annotated edition. 279 x 216 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Investor behavior is a hotly debated topic within the academic community. One relatively new area of study is the field of behavioral finance, which highlights departures from rational behavior in investing. Behavioral finance theory poses a challenge to many of the long-established assumptions of the rational expectations school of thought, which posits that people (investors) maximize utility (returns), acting rationally and in their self-interest. By focusing on the psychological and behavioral elements in the determination of stock prices, behavioral finance also challenges the efficient market hypothesis (EMH), which holds that market prices reflect all known information. EMH, developed by University of Chicago economist and Nobel Laureate Eugene Fama, implies that beating the market by identifying undervalued securities is impossible. Whether EMH remains valid is beyond the scope of this annotated bibliography, which is more concerned with investor behavior than with market efficiency. In other words, how the market behaves is not relevant here. Instead, the focus of this bibliography is on how investors behave and on how investor education may help them avoid common mistakes. This bibliography covers the last 15 years. This annotated bibliography draws primarily on the work of economists and finance professors, who support their conclusions with extensive statistical models based on actual investor activity. However, the bibliography also provides references from the social sciences, such as psychology and sociology, because behavioral finance is a multidisciplinary field, spanning a wide range of socioeconomic analyses. For example, risk aversion is related to the psychological concept of prospect theory. Princeton psychologist and Nobel Laureate Daniel Kahneman and the late psychologist Amos Tversky, who was last affiliated with Stanford University, developed prospect theory to explain how...



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