

## Investor Behavior The Psychology Of Financial Planning And Investing

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### Investor Behavior The Psychology Of

Investor Behavior also goes beyond the basics, introducing new and cutting-edge research on individual behavior in areas including financial therapy, motivation and satisfaction, transpersonal economics, personality traits, financial coaching, money and happiness, retirement planning, neurofinance, and evidenced-based financial planning. The book concludes with an authoritative selection of developments in such behavioral topics as ethical and socially responsible investing, real estate ...

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Why do investors behave as they do? That is the question posed and answered by the book "Investor Behavior: The Psychology of Financial Planning and Investing," edited by H. Kent Baker and Victor Ricciardi and published by Wiley Finance.. This 30-chapter book (available from Amazonavailable from Amazon

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