

Baker / Nofsinger

## Behavioral Finance

Investors, Corporations, and Markets

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.

The Robert W. Kolb Series in Finance is an unparalleled source of information dedicated to the most important issues in modern finance. Each book focuses on a specific topic in the field of finance and contains contributed chapters from both respected academics and experienced financial professionals. As part of the Robert W. Kolb Series in Finance, Behavioral Finance aims to provide a comprehensive understanding of the key themes associated with this growing field and how they can be applied to investments, corporations, markets, regulations, and education. Behavioral finance has the potential to explain not only how people make financial decisions and how markets function, but also how to improve them. This book provides invaluable insights into behavioral finance, its psychological foundations, and its applications to finance. Comprising contributed chapters by a distinguished group of academics and practitioners, Behavioral Finance provides a synthesis of the most essential elements of this discipline. It puts behavioral finance in perspective by detailing the current state of research in this area and offers practical guidance on applying the information found here to real-world situations. Behavioral finance has increasingly become part of mainstream finance. If you intend on gaining a better understanding of this discipline, look no further than this book.

## BEHAVIORAL FINANCE

Investors, Corporations,  
and Markets

H. Kent Baker and John R. Nofsinger, Editors

KOLB SERIES IN FINANCE  
Essential Perspectives

**104,50 €**  
97,66 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

**Artikelnummer:** 9780470499115

**Medium:** Buch

**ISBN:** 978-0-470-49911-5

**Verlag:** Wiley

**Erscheinungstermin:** 05.10.2010

**Sprache(n):** Englisch

**Auflage:** 1. Auflage 2010

**Serie:** Robert W. Kolb Series

**Produktform:** Gebunden

**Gewicht:** 1615 g

**Seiten:** 768

**Format (B x H):** 183 x 260 mm

