



# Behavioral Finance: Psychology, Decision-Making, and Markets

By Lucy Ackert, Richard Deaves

Download now

Read Online 

## Behavioral Finance: Psychology, Decision-Making, and Markets By Lucy Ackert, Richard Deaves

Discover a structured, applied approach to behavioral finance with the first academic text of its kind--Ackert/Deaves' BEHAVIORAL FINANCE: PSYCHOLOGY, DECISION MAKING, AND MARKETS. This comprehensive text--ideal for today's behavioral finance elective--links finance theory and practice to human behavior. The book begins by building upon the established, conventional principles of finance before moving into psychological principles of behavioral finance, including heuristics and biases, overconfidence, emotion and social forces. Readers learn how human behavior influences the decisions of individual investors and professional finance practitioners, managers, and markets. The book clearly explains what behavioral finance indicates about observed market outcomes as well as how psychological biases potentially impact the behavior of managers. Readers see, first-hand, the implications of behavioral finance on retirement, pensions, education, debiasing, and client management. This book spends a significant amount of time examining how behavioral finance can be used by practitioners today. Readers utilize theory and applications in every chapter with a wide variety of end-of-chapter exercises, discussion questions, simulations and experiments that reinforce the book's applied approach.

 [Download Behavioral Finance: Psychology, Decision-Making, a ...pdf](#)

 [Read Online Behavioral Finance: Psychology, Decision-Making, ...pdf](#)

# Behavioral Finance: Psychology, Decision-Making, and Markets

By Lucy Ackert, Richard Deaves

## Behavioral Finance: Psychology, Decision-Making, and Markets By Lucy Ackert, Richard Deaves

Discover a structured, applied approach to behavioral finance with the first academic text of its kind-- Ackert/Deaves' BEHAVIORAL FINANCE: PSYCHOLOGY, DECISION MAKING, AND MARKETS. This comprehensive text--ideal for today's behavioral finance elective--links finance theory and practice to human behavior. The book begins by building upon the established, conventional principles of finance before moving into psychological principles of behavioral finance, including heuristics and biases, overconfidence, emotion and social forces. Readers learn how human behavior influences the decisions of individual investors and professional finance practitioners, managers, and markets. The book clearly explains what behavioral finance indicates about observed market outcomes as well as how psychological biases potentially impact the behavior of managers. Readers see, first-hand, the implications of behavioral finance on retirement, pensions, education, debiasing, and client management. This book spends a significant amount of time examining how behavioral finance can be used by practitioners today. Readers utilize theory and applications in every chapter with a wide variety of end-of-chapter exercises, discussion questions, simulations and experiments that reinforce the book's applied approach.

## Behavioral Finance: Psychology, Decision-Making, and Markets By Lucy Ackert, Richard Deaves Bibliography

- Sales Rank: #670223 in Books
- Brand: imusti
- Published on: 2009-09-23
- Original language: English
- Number of items: 1
- Dimensions: 9.10" h x .90" w x 7.40" l, 1.85 pounds
- Binding: Hardcover
- 432 pages

 [Download Behavioral Finance: Psychology, Decision-Making, a ...pdf](#)

 [Read Online Behavioral Finance: Psychology, Decision-Making, ...pdf](#)

## **Download and Read Free Online Behavioral Finance: Psychology, Decision-Making, and Markets By Lucy Ackert, Richard Deaves**

---

### **Editorial Review**

#### **About the Author**

Lucy F. Ackert is Professor of Finance in the Michael J. Coles College of Business at Kennesaw State University and Visiting Scholar at the Federal Reserve Bank of Atlanta. Dr. Ackert holds a Ph.D. in financial economics from Emory University. Her research interests include individual's use of information and financial market reaction to information. Dr. Ackert has published numerous articles in refereed journals including the American Economic Review, Journal of Accounting Research, and Journal of Finance. In 1993 Dr. Ackert received a Smith Breeden Prize for Distinguished Paper in the Journal of Finance. Her research has received funding from various organizations including the Center for the Study of Futures Markets at Columbia University, the Chicago Board of Trade, the Canadian Investment Review, and the Social Sciences and Humanities Research Council of Canada. In 2008 Dr. Ackert received the Kennesaw State University Distinguished Graduate Scholarship Award. Dr. Ackert has previously taught at Emory University, Berry College, and Wilfrid Laurier University. She has taught a range of courses for graduate as well as undergraduate students, including Behavioral Finance, Corporate Finance, Futures and Options Markets, Financial Institutions, Cases in Finance, Introduction to Statistical Methods, and Microeconomics.

Richard Deaves is Professor of Finance at the DeGroote School of Business, McMaster University. There and elsewhere he has taught a variety of courses, including Behavioral Finance, Security Analysis and Portfolio Management, Derivatives, and Applied Investment Management. In addition to McMaster, Dr. Deaves has visited at the University of Toronto, Concordia University, Thammasat University, Tsinghua University, and others. Dr. Deaves research publications have appeared in numerous journals, such as the Journal of Financial and Quantitative Analysis, the Journal of Banking and Finance, and the Journal of Monetary Economics. His main research interests have included behavioral finance, investor knowledge and pension fund design, experimental asset markets, investment fund performance, fixed-income return enhancement, modeling and predicting interest rates, pricing and hedging futures, and the relationship between financial markets and the macroeconomy. Additionally, Dr. Deaves has consulted for large and small private firms as well as government agencies. He has also provided expert testimony in a number of legal proceedings. He has previously published two books: What Kind of an Investor Are You? (Insomniac Press) and Canadian Finance: A Concise Introduction (DFS Press).

### **Users Review**

#### **From reader reviews:**

#### **Stephen Hilton:**

Have you spare time for a day? What do you do when you have a lot more or little spare time? Yeah, you can choose the suitable activity regarding spend your time. Any person spent their very own spare time to take a go walking, shopping, or went to the Mall. How about open or read a book eligible Behavioral Finance: Psychology, Decision-Making, and Markets? Maybe it is to be best activity for you. You recognize beside you can spend your time along with your favorite's book, you can wiser than before. Do you agree with it has the opinion or you have various other opinion?

**Michael Canton:**

The ability that you get from Behavioral Finance: Psychology, Decision-Making, and Markets is a more deep you looking the information that hide in the words the more you get considering reading it. It doesn't mean that this book is hard to recognise but Behavioral Finance: Psychology, Decision-Making, and Markets giving you enjoyment feeling of reading. The writer conveys their point in particular way that can be understood by simply anyone who read it because the author of this reserve is well-known enough. This specific book also makes your own vocabulary increase well. Making it easy to understand then can go along, both in printed or e-book style are available. We propose you for having this kind of Behavioral Finance: Psychology, Decision-Making, and Markets instantly.

**David Creason:**

Often the book Behavioral Finance: Psychology, Decision-Making, and Markets will bring you to the new experience of reading some sort of book. The author style to elucidate the idea is very unique. If you try to find new book to study, this book very ideal to you. The book Behavioral Finance: Psychology, Decision-Making, and Markets is much recommended to you to learn. You can also get the e-book from your official web site, so you can easier to read the book.

**Ashley Robinette:**

Beside this kind of Behavioral Finance: Psychology, Decision-Making, and Markets in your phone, it could possibly give you a way to get more close to the new knowledge or facts. The information and the knowledge you are going to got here is fresh from oven so don't become worry if you feel like an old people live in narrow village. It is good thing to have Behavioral Finance: Psychology, Decision-Making, and Markets because this book offers to you readable information. Do you occasionally have book but you seldom get what it's all about. Oh come on, that won't happen if you have this in the hand. The Enjoyable set up here cannot be questionable, including treasuring beautiful island. Use you still want to miss the item? Find this book and read it from today!

**Download and Read Online Behavioral Finance: Psychology, Decision-Making, and Markets By Lucy Ackert, Richard Deaves #D9VCSKBM26O**

## **Read Behavioral Finance: Psychology, Decision-Making, and Markets By Lucy Ackert, Richard Deaves for online ebook**

Behavioral Finance: Psychology, Decision-Making, and Markets By Lucy Ackert, Richard Deaves Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Behavioral Finance: Psychology, Decision-Making, and Markets By Lucy Ackert, Richard Deaves books to read online.

### **Online Behavioral Finance: Psychology, Decision-Making, and Markets By Lucy Ackert, Richard Deaves ebook PDF download**

**Behavioral Finance: Psychology, Decision-Making, and Markets By Lucy Ackert, Richard Deaves Doc**

**Behavioral Finance: Psychology, Decision-Making, and Markets By Lucy Ackert, Richard Deaves Mobipocket**

**Behavioral Finance: Psychology, Decision-Making, and Markets By Lucy Ackert, Richard Deaves EPub**