Handbook of Research on Behavioral Finance and Investment Strategies: Decision Making in the Financial Industry

Series: Advances in Finance, Accounting, and Economics (AFAE)

Editor: Zeynep Copur (Hacettepe University, Turkey)

Description:
In an ever-changing economy, market specialists strive to find new ways to evaluate the risks and potential reward of economic ventures by assessing the importance of human reaction during the economic planning process.

The Handbook of Research on Behavioral Finance and Investment Strategies: Decision Making in the Financial Industry presents an interdisciplinary, comparative, and competitive analysis of the thought processes and planning necessary for individual and corporate economic management.

Readers:
This publication is an essential reference source for professionals, practitioners, and managers working in the field of finance, as well as researchers and academicians interested in an interdisciplinary approach to combine financial management, sociology, and psychology.

ISBN: 9781466674844
Release Date: January 2015
Copyright: 2015
Pages: 473

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