

A Behavioral Approach To Asset Pricing Second Edition Academic Press Advanced Finance

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A Behavioral Approach to Asset Pricing | ScienceDirect

A large part of the second edition of A Behavioral Approach to Asset Pricing is devoted to developing this arresting, although by no means mainstream, hypothesis. In that endeavour, Professor Shefrin is a maverick and a pioneer."

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A Behavioral Approach to Asset Pricing Table of Contents. Behavioral finance is the study of how psychology affects financial decision making and financial... Key Features. Readership. Details. Hersh Shefrin holds the Mario L. Belotti Chair in the Department of Finance at Santa Clara University's

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A Behavioral Approach to Asset Pricing Theory examines the reigning assumptions of asset pricing theory and reconstructs them to incorporate findings from behavioral finance. It constructs a solid, intact structure that challenges classic assumptions and at the same time provides a strong theory and efficient empirical tools.

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Behavioral Finance and Asset Allocation - Ballast

Shiller is one of the founders of behavioral finance, a school of economics that believes that the psychological behavior of investors can have a big impact on markets.

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