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# Behavioural Finance

## Michael Pompian

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Behavioral Finance  
Islamic Wealth Management  
Behavioral Finance  
The Technical Interview Guide to Investment  
Banking, + Website  
Financial Behavior  
Pitch the Perfect Investment  
Asset Allocation: Balancing Financial Risk  
The Little Book of Behavioral Investing  
Behavioural Finance  
Advising Ultra-Affluent Clients and Family Offices  
Behavioral Finance and Wealth Management  
Value Investing  
Active Index Investing  
The Complete Family Office Handbook  
Private Wealth  
The Warren Buffett Way  
Ben Graham Was a Quant  
Behavioral Finance and Investor Types  
Common Sense  
Behavioral Finance and Your Portfolio  
Risk Profiling through a Behavioral Finance Lens  
Investing Psychology, + Website  
Investments Workbook  
Behavioral Finance and Wealth Management  
Generational Wealth Management  
Risk Profiling and Tolerance: Insights for the

Private Wealth Manager  
Sustainable Finance and Impact Investing  
The Five Rules for Successful Stock Investing  
Behavioral Finance  
Modern Asset Allocation for Wealth Management  
Quantitative Finance For Dummies  
The Incredible January Effect  
The New Wealth Management  
Investment Governance for Fiduciaries  
Wealth Management in the New Economy  
Behavioural Investing  
Value Creation Principles  
Behavioral Finance and Your Portfolio  
Ethics in Finance  
Investor Behavior

*Behavioural  
Finance  
Michael  
Pompian*

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## **AHMED LEBLANC**

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### **Behavioral Finance**

John Wiley & Sons  
WINNER, Business:  
Personal  
Finance/Investing,  
2015 USA Best Book  
Awards FINALIST,  
Business: Reference,  
2015 USA Best Book  
Awards Investor  
Behavior provides  
readers with a

comprehensive  
understanding and the  
latest research in the  
area of behavioral  
finance and investor  
decision making.  
Blending contributions  
from noted academics  
and experienced  
practitioners, this 30-  
chapter book will  
provide investment  
professionals with  
insights on how to  
understand and  
manage client

behavior; a framework for interpreting financial market activity; and an in-depth understanding of this important new field of investment research. The book should also be of interest to academics, investors, and students. The book will cover the major principles of investor psychology, including heuristics, bounded rationality, regret theory, mental accounting, framing, prospect theory, and loss aversion. Specific sections of the book will delve into the role of personality traits, financial therapy, retirement planning, financial coaching, and emotions in investment decisions. Other topics covered include risk perception and tolerance, asset

allocation decisions under inertia and inattention bias; evidenced based financial planning, motivation and satisfaction, behavioral investment management, and neurofinance. Contributions will delve into the behavioral underpinnings of various trading and investment topics including trader psychology, stock momentum, earnings surprises, and anomalies. The final chapters of the book examine new research on socially responsible investing, mutual funds, and real estate investing from a behavioral perspective. Empirical evidence and current literature about each type of investment issue are featured. Cited

research studies are presented in a straightforward manner focusing on the comprehension of study findings, rather than on the details of mathematical frameworks.

### **Islamic Wealth**

**Management** CFA Institute Research Foundation Mainstay reference guide for wealth management, newly updated for today's investment landscape For over a decade, The New Wealth Management: The Financial Advisor's Guide to Managing and Investing Client Assets has provided financial planners with detailed, step-by-step guidance on developing an optimal asset allocation policy for their clients. And, it did so without resorting to

simplistic model portfolios, such as lifecycle models or black box solutions. Today, while The New Wealth Management still provides a thorough background on investment theories, and includes many ready to use client presentations and questionnaires, the guide is newly updated to meet twenty-first century investment challenges. The book Includes expert updates from Chartered Financial Analyst (CFA) Institute, in addition to the core text of 1997's first edition – endorsed by investment luminaries Charles Schwab and John Bogle Presents an approach that places achieving client objectives ahead of investment vehicles Applicable for self-

study or classroom use  
Now, as in 1997, *The New Wealth Management* effectively blends investment theory and real world applications. And in today's new investment landscaped, this update to the classic reference is more important than ever. *Behavioral Finance* Euromoney Institutional Investor Plc  
"Pompian is handing you the magic book, the one that reveals your behavioral flaws and shows you how to avoid them. The tricks to success are here. Read and do not stop until you are one of very few magicians."  
—Arnold S. Wood, President and Chief Executive Officer, Martingale Asset Management Fear and

greed drive markets, as well as good and bad investment decision-making. In *Behavioral Finance and Wealth Management*, financial expert Michael Pompian shows you, whether you're an investor or a financial advisor, how to make better investment decisions by employing behavioral finance research. Pompian takes a practical approach to the science of behavioral finance and puts it to use in the real world. He reveals 20 of the most prominent individual investor biases and helps you properly modify your asset allocation decisions based on the latest research on behavioral anomalies of individual investors.  
**The Technical**

**Interview Guide to Investment Banking, + Website** John Wiley & Sons

John Wiley & Sons

"Beginning with examples of the scandals that have shaken public confidence in the ethics of Wall Street, this book explains the need for ethics in the personal conduct of finance professionals and the operation of financial markets and institutions. A broad range of practical issues in the financial services industry, investment decision making, and corporate financial management are explored, focusing on standards of fairness in market transactions and the duties of fiduciaries and agents in financial relationships. Among the topics covered are unethical sales

practices, the churning of accounts, personal trading by fund managers, discrimination in home mortgage lending, the role of institutional investors, the socially responsible investment movement, insider trading and program trading, the abuse of bankruptcy, and hostile takeovers. Ethics in Finance also contains a critical examination of conception of the theory of the firm in finance and the financial objective of firms." - product description.

**Financial Behavior**

John Wiley and Sons Warren Buffett is the most famous investor of all time and one of today's most admired business leaders. He became a billionaire and investment sage by looking at

companies as businesses rather than prices on a stock screen. The first two editions of *The Warren Buffett Way* gave investors their first in-depth look at the innovative investment and business strategies behind Buffett's spectacular success. The new edition updates readers on the latest investments by Buffett. And, more importantly, it draws on the new field of behavioral finance to explain how investors can overcome the common obstacles that prevent them from investing like Buffett. New material includes: How to think like a long-term investor – just like Buffett Why “loss aversion”, the tendency of most investors to overweight the pain of losing

money, is one of the biggest obstacles that investors must overcome. Why behaving rationally in the face of the ups and downs of the market has been the key to Buffett's investing success Analysis of Buffett's recent acquisition of H.J. Heinz and his investment in IBM stock The greatest challenge to emulating Buffett is not in the selection of the right stocks, Hagstrom writes, but in having the fortitude to stick with sound investments in the face of economic and market uncertainty. The new edition explains the psychological foundations of Buffett's approach, thus giving readers the best roadmap yet for mastering both the

principles and behaviors that have made Buffett the greatest investor of our generation.

Pitch the Perfect

Investment CFA

Institute Research  
Foundation

A timely guide for financial professionals looking to tap into the lucrative world of the ultra-affluent The ultra affluent-defined here as those having \$50 million or more in liquid assets—are an elite class who expect their financial advisors to not only preserve and grow their assets, but also help them with "soft" issues such as philanthropy and family governance. One of the biggest factors to success in this field is the relationship between the client and the advisor. In Advising

Ultra-Affluent Clients and Family Offices, author and practicing investment consultant Michael Pompian provides a practical introduction to who the ultra-affluent actually are and reveals what it takes to build and maintain a solid relationship with them. Filled with in-depth insights and expert advice, this unique resource offers valuable information on issues that every advisor to the ultra-affluent must be familiar with.

Asset Allocation:

Balancing Financial

Risk Edward Elgar

Publishing

A concrete guide that links the theory of behavioral finance with applications in financial products Behavioral finance is a rapidly expanding field, with

major implications for the way in which the investment process is conducted. Behavioural Finance links the concepts of behavioral finance to measurable variables and smarter investment decision making.

Comprehensive coverage relating theory to practical investment analysis provides a usable, practical guide for real-world situations.

*The Little Book of Behavioral Investing*

Wiley-Blackwell

Achieve investing success by

understanding your

behavior type This groundbreaking book

shows how to invest

wisely by

managing your

behavior, and not just

your money. Step by

step, Michael Pompian

(a leading authority in

the practical application of Behavioral Finance concepts to wealth management) helps you plan a strategy targeted to your personality. The book includes a test for determining your investment type and offers strategies you can put into use when investing. It also includes a brief history of the stock market, and easy-to-comprehend information about stocks and investing to help you lay a solid foundation for your investment decisions. Behavioral Finance and Investor Types is divided into two parts. Test Your Type, gives an overview of Behavioral Finance as well as the elements that come into play when figuring out

BIT, like active or passive traits, risk tolerance, and biases. The book includes a quiz to help you discover what category you are in. Plan and Act, contains the traits common to your type; an analysis of the biases associated with your type; and strategies and solutions that compliment and capitalize on your BIT. Offers a practical guide to an investing strategy that fits both your financial situation and your personality type. Includes a test for determining your tolerance for risk and other traits that will determine your investment type. Written by the Director of the Private Wealth Practice for Hammond Associates—an investment consulting

firm serving institutional and private wealth clients. Behavioral Finance and Investor Types offers investors a better sense of what drives them and what puts on their breaks. By using the information found here, you'll quickly become savvy about the world of investing because you'll come to understand your place in it.

### **Behavioural Finance**

John Wiley & Sons  
Companion workbook to the CFA Institute's Investments: Principles of Portfolio and Equity Analysis Workbook. In a world of specialization, no other profession likely requires such broad, yet in-depth knowledge than that of financial analyst. Investments: Principles of Portfolio and Equity Analysis provides the

broad-based knowledge professionals and students of the markets need to manage money and maximize return. This companion Workbook, also edited by experts from the CFA Institute, allows busy professionals to gain a stronger understanding of core investment topics. The Workbook Includes learning outcomes, summaries, and problems and solutions sections for each chapter in the main book Blends theory and practice Provides access to the highest quality information on investment analysis and portfolio management With Investments: Analysis and Portfolio Management Workbook, busy

professionals can reinforce what they've learned in reading Investments, while doing so at their own pace.

*Advising Ultra-Affluent Clients and Family Offices* John Wiley & Sons

The book begins by building upon the established, conventional principles of finance that you've already learned in your principles course. The authors then move into psychological principles of behavioral finance, including heuristics and biases, overconfidence, emotion and social forces. You immediately see how human behavior influences the decisions of individual investors and professional finance practitioners,

managers, and markets. You also gain a strong understanding of how social forces impact individuals' choices. The book clearly explains what behavioral finance indicates about observed market outcomes as well as how psychological biases potentially impact the behavior of managers. The book's solid academic approach provides opportunities for you to utilize theory and complete applications in every chapter as you learn the implications of behavioral finance on retirement, pensions, education, debiasing, and client management. The book spends a significant amount of time examining how today's practitioners can use behavioral

finance to further their professional success.

*Behavioral Finance and Wealth Management*  
John Wiley & Sons

A practical guide to managing wealth in modern times

Wealth Management in the New Economy

addresses a wide array of wealth management topics and established financial theories.

Author Norbert Mindel has successfully advised his clients for more than three decades in the business. Now, with this new book, he shares the wisdom he has acquired and offers valuable insights into successful wealth management in an economy that has changed dramatically over the past year. Along the way, Mindel explores the essential aspects of this

discipline, including the keys to wealth creation, properly managing risk, asset protection, planning for a prosperous retirement, and many other issues that you need to understand in order to survive and flourish in today's economy. While market forces are far too complex to be fully predicted or exploited, it is still possible to protect and grow your- or your client's-wealth. *Wealth Management in the New Economy* will show you how to achieve this important goal. Reveals how you can reduce market risk by using proven theories of portfolio management Written by accomplished financial advisor, attorney, and CPA Norbert Mindel Lays out strategies wealth

managers and investors both can use to protect and grow wealth in the new economy For practical financial guidance you can count on, look no further than *Wealth Management in the New Economy*. [Value Investing](#) John Wiley & Sons "As with his weekly column, James Montier's *Value Investing* is a must read for all students of the financial markets. In short order, Montier shreds the 'efficient market hypothesis', elucidates the pertinence of behavioral finance, and explains the crucial difference between investment process and investment outcomes. Montier makes his arguments with clear insight and spirited good humor,

and then backs them up with cold hard facts. Buy this book for yourself, and for anyone you know who cares about their capital!" —Seth Klarman, President, The Baupost Group LLC

The seductive elegance of classical finance theory is powerful, yet value investing requires that we reject both the precepts of modern portfolio theory (MPT) and pretty much all of its tools and techniques. In this important new book, the highly respected and controversial value investor and behavioural analyst, James Montier explains how value investing is the only tried and tested method of delivering sustainable long-term returns. James shows you why

everything you learnt at business school is wrong; how to think properly about valuation and risk; how to avoid the dangers of growth investing; how to be a contrarian; how to short stocks; how to avoid value traps; how to hedge ignorance using cheap insurance. Crucially he also gives real time examples of the principles outlined in the context of the 2008/09 financial crisis. In this book James shares his tried and tested techniques and provides the latest and most cutting edge tools you will need to deploy the value approach successfully. It provides you with the tools to start thinking in a different fashion about the way in which you invest, introducing the ways of over-riding the emotional

distractions that will bedevil the pursuit of a value approach and ultimately think and act differently from the herd.

### **Active Index**

**Investing** John Wiley & Sons

A detailed guide to overcoming the most frequently encountered psychological pitfalls of investing Bias, emotion, and overconfidence are just three of the many behavioral traits that can lead investors to lose money or achieve lower returns.

Behavioral finance, which recognizes that there is a psychological element to all investor decision-making, can help you overcome this obstacle. In *The Little Book of Behavioral Investing*, expert James Montier takes you through some of the

most important behavioral challenges faced by investors. Montier reveals the most common psychological barriers, clearly showing how emotion, overconfidence, and a multitude of other behavioral traits, can affect investment decision-making. Offers time-tested ways to identify and avoid the pitfalls of investor bias Author James Montier is one of the world's foremost behavioral analysts Discusses how to learn from our investment mistakes instead of repeating them Explores the behavioral principles that will allow you to maintain a successful investment portfolio Written in a straightforward and accessible style, *The Little Book of*

Behavioral Investing will enable you to identify and eliminate behavioral traits that can hinder your investment endeavors and show you how to go about achieving superior returns in the process. Praise for *The Little Book Of Behavioral Investing*

"The Little Book of Behavioral Investing is an important book for anyone who is interested in understanding the ways that human nature and financial markets interact."

—Dan Ariely, James B. Duke Professor of Behavioral Economics, Duke University, and author of *Predictably Irrational* "In investing, success means being on the right side of most trades. No book provides a better starting point toward

that goal than this one." —Bruce Greenwald, Robert Heilbrunn Professor of Finance and Asset Management, Columbia Business School "Know thyself." Overcoming human instinct is key to becoming a better investor. You would be irrational if you did not read this book."

—Edward Bonham-Carter, Chief Executive and Chief Investment Officer, Jupiter Asset Management "There is not an investor anywhere who wouldn't profit from reading this book."

—Jeff Hochman, Director of Technical Strategy, Fidelity Investment Services Limited "James Montier gives us a very accessible version of why we as investors are so predictably

irrational, and a guide to help us channel our 'Inner Spock' to make better investment decisions. Bravo!" —John Mauldin, President, Millennium Wave Investments *The Complete Family Office Handbook* John Wiley & Sons

The Five Rules for Successful Stock Investing "By resisting both the popular tendency to use gimmicks that oversimplify securities analysis and the academic tendency to use jargon that obfuscates common sense, Pat Dorsey has written a substantial and useful book. His methodology is sound, his examples clear, and his approach timeless." --Christopher C. Davis Portfolio Manager and Chairman, Davis

Advisors Over the years, people from around the world have turned to Morningstar for strong, independent, and reliable advice. The Five Rules for Successful Stock Investing provides the kind of savvy financial guidance only a company like Morningstar could offer. Based on the philosophy that "investing should be fun, but not a game," this comprehensive guide will put even the most cautious investors back on the right track by helping them pick the right stocks, find great companies, and understand the driving forces behind different industries--without paying too much for their investments.

Written by

Morningstar's Director of Stock Analysis, Pat Dorsey, *The Five Rules for Successful Stock Investing* includes unparalleled stock research and investment strategies covering a wide range of stock-related topics. Investors will profit from such tips as: \* How to dig into a financial statement and find hidden gold . . . and deception \* How to find great companies that will create shareholder wealth \* How to analyze every corner of the market, from banks to health care Informative and highly accessible, *The Five Rules for Successful Stock Investing* should be required reading for anyone looking for the right investment opportunities in today's ever-changing market.

## **Private Wealth**

McGraw Hill Professional Everything you need to know for successful wealth management for families Although the family office concept is not new, it is a phenomenon that is changing the wealth management landscape. With celebrities and business moguls, investment gurus and family business icons establishing private wealth management advisory firms, more and more individuals are asking what exactly is a family office and how does it operate? Family offices either serve one family exclusively or typically manage the wealth of a number of affluent families. If you're like most families and advisors, you're

familiar with family offices, but may not know exactly how they work or why the family office is right for you or your clients. Dr. Kirby Rosplock, an expert on the family office concept, provides insights to some of the most common questions and even misperceptions in this handbook. The Complete Family Office Handbook explains how family offices operate, who should consider forming or joining one, and how to craft and set up a structure, purpose and vision for the office that fully serves a family's particular needs and investment goals. Whether you're a wealth creator, a member of a wealthy family considering forming or joining a family office, or a

professional contemplating a career in this growing segment of the wealth management industry, this comprehensive guide provides insights to some of the most common questions and misperceptions.

### **The Warren Buffett Way**

CFA Institute Research Foundation Learn the overlooked skill that is essential to Wall Street success Pitch the Perfect Investment combines investment analysis with persuasion and sales to teach you the "soft skill" so crucial to success in the financial markets. Written by the leading authorities in investment pitching, this book shows you how to develop and exploit the essential, career-advancing skill of pitching value-creating ideas to win

over clients and investors. You'll gain world-class insight into search strategy, data collection and research, securities analysis, and risk assessment and management to help you uncover the perfect opportunity; you'll then strengthen your critical thinking skills and draw on psychology, argumentation, and informal logic to craft the perfect pitch to showcase your perfect idea. The ability to effectively pitch an investment is essential to securing a job on Wall Street, where it immediately becomes a fundamental part of day-to-day business. This book gives you in-depth training along with access to complete online ancillaries and case

studies so you can master the little skill that makes a big difference. It doesn't matter how great your investment ideas are if you can't convince anyone to actually invest. Ideas must come to fruition to be truly great, and this book gives you the tools and understanding you need to get it done. Persuade potential investors, clients, executives, and employers Source, analyze, value, and pitch your ideas for stocks and acquisitions Get hired, make money, expand your company, and win business Craft the perfect investment into the perfect pitch Money managers, analysts, bankers, executives, salespeople, students,

and individual investors alike stand to gain massively by employing the techniques discussed here. If you're serious about success and ready to start moving up, Pitch the Perfect Investment shows you how to make it happen.

**Ben Graham Was a Quant** John Wiley & Sons

This book provides readers with a basic understanding of sustainable finance and impact investing including history, definitions of impact, current trends and drivers, future challenges, and an overview of the key players in the global impact ecosystem. The term impact investing first appeared in 2008. Today the most commonly used definition is investing

made with the intention to generate positive, measurable social and environmental impact alongside a financial return. A wide range of individual and institutional investors that have already entered the impact investment marketplace and continued growing enthusiasm can be expected given that feedback from investors indicated that portfolio performance has generally met or exceed their expectations for both social and environmental impact and financial return. Established companies have been compelled to respond to calls by institutional investors to incorporate responsible environmental, social,

and governance initiatives into their business models as a condition to continued support in public capital markets. Other companies seeking to demonstrate to impact investors their commitment to environmental and social responsibility have opted for emerging forms of legal entities, so-called social enterprises, which explicitly incorporate sustainability and multi-stakeholder interests into their governance and reporting frameworks. This book provides readers with a basic understanding of sustainable finance and impact investing including history, definitions of impact, current trends and drivers, future

challenges, and an overview of the key players in the global impact ecosystem. The book also describes impact investment structures and instruments, social enterprises, and impact measurement and reporting.

Behavioral Finance and Investor Types

McGraw-Hill Professional Publishing  
The United States is supposed to offer economic opportunity to everyone. It shouldn't take a worldwide pandemic and nationwide protests to bring economic and racial inequality to the forefront of problems we desperately need to solve. But now that the opportunity is here, what should we do? How can we create more equality,

opportunity, and growth for everyone? Not someday, but what can government and the private sector do right now to disrupt a status quo that almost everyone wants to change? In *Common Sense*, the New York Times best-selling author Joel Greenblatt offers an investor's perspective on building an economy that truly works for everyone. With dry wit and engaging storytelling, he makes a lively and provocative case for disruptive new approaches—some drawn from personal experience, some from the outside looking in. How can leading corporations immediately disrupt our education establishment while creating high-paying job opportunities for

those currently left behind? If we want a living wage for everyone, how can we afford it while using an existing program to get it done now? If we subsidize banks, what simple changes can we make to the way we capitalize and regulate them to help grow the economy, increase access, and create more jobs (while keeping the risks and benefits where they belong)? Greenblatt also explains how dramatically increasing immigration would be like giving every American a giant bonus and the reason Australia might be the best place to learn about saving for retirement. Not everyone will agree with what Greenblatt has to say—but all of us can benefit from the

conversations he aims to start.

*Common Sense*

Columbia University Press

PRAISE FOR VALUE

CREATION PRINCIPLES

"In *Value Creation Principles*, Madden introduces the Pragmatic Theory of the Firm that positions the firm as a system fueled by human capital, innovation, and, at a deeper level, imagination. He challenges us to understand how we know what we think we know in order to better discover faulty assumptions that often are camouflaged by language. His knowledge building loop offers guideposts to design experiments and organize feedback to facilitate early adaptation to a changed environment

and to avoid being mired in ways of thinking rooted in 'knowledge' of what worked well in the past—a context far different from the context of today. His book explains a way of being that enables those who work for, or invest in, business firms to see beyond accounting silos and short-term quarterly earnings and to focus on capabilities instrumental for creating long-term future and sustainable value for the firm's stakeholders. I can't recommend this astounding book enough especially given its deep and timely insights for our world today." —John Seely Brown, former Chief Scientist for Xerox Corp and Director of its Palo Alto

Research Center (PARC); co-author with Ann Pendleton-Jullian of *Design Unbound: Designing for Emergence in a White Water World* "In contrast to existing abstract theories of the firm, Madden's pragmatic theory of the firm connects management's decisions in a practical way to a firm's life cycle and market valuation. The book promotes a firm's knowledge building proficiency, relative to competitors, as the fundamental driver of a firm's long-term performance, which leads to insights about organizational capabilities, intangible assets, and excess shareholder returns. *Value Creation Principles* is ideally suited to facilitate

progress in the New Economy by opening up the process by which firms build knowledge and create value, which is a needed step in revising how neoclassical economics treats the firm." —Tyler Cowen, Professor of Economics, George Mason University; co-author of the popular economics blog *Marginal Revolution* "Bartley Madden rightfully points out that both textbook and more advanced economic theories of the firm fail to address the concerns of top management and boards of directors. He offers a tantalizing pragmatic alternative that directly connects to quantitative changes in the firm's market value. His framework gives

recognition to the importance of intangible assets, and his pragmatic approach is quite complementary to the Dynamic Capabilities framework that strategic managers implicitly and sometimes explicitly employ."

—David J. Teece,  
Thomas W. Tusher  
Professor in Global  
Business, Faculty  
Director, Tusher Center  
for the Management of  
Intellectual Capital,  
Haas School of  
Business, University of  
California, Berkeley

Behavioral Finance and  
Your Portfolio John

Wiley & Sons  
Discover how to  
remove behavioral bias  
from your investment  
decisions For many  
financial professionals  
and individual  
investors, behavioral  
bias is the largest

single factor behind  
poor investment  
decisions. The same  
instincts that our  
brains employ to keep  
us alive all too often  
work against us in the  
world of finance and  
investments. Investing  
Psychology + Website  
explores several  
different types of  
behavioral bias, which  
pulls back the curtain  
on any illusions you  
have about yourself  
and your investing  
abilities. This practical  
investment guide  
explains that  
conventional financial  
wisdom is often  
nothing more than  
myth, and provides a  
detailed roadmap for  
overcoming behavioral  
bias. Offers an  
overview of how our  
brain perceives  
realities of the financial  
world at large and how  
human nature impacts

even our most basic financial decisions  
Explores several different types of behavioral bias, which pulls back the curtain on any illusions you have about yourself and your investing abilities Provides real-world advice, including: Don't compete with institutions, always track your results, and

don't trade when you're emotional, tired, or hungry Investing Psychology is a unique book that shows readers how to dig deeper and persistently question everything in the financial world around them, including the incorrect investment decisions that human nature all too often compels us to make.