



Behavioral Finance

Joachim Goldberg, Rüdiger von Nitzsch

Hardcover

ISBN: 978-0-471-49784-4

January 2001

£92.50

DESCRIPTION

This fascinating book explains the new science of behavioral finance. It demonstrates clearly how behavior-orientated analysis of the financial markets can explain and account for fundamental principles in technical analysis. The book is divided into the following chapters, each offering practical analysis and advice;

Forecasts, An analysis of exposure, Dams to combat the flood of information, Everything is relative, People like to see themselves in a favorable light, Everyone is different and Free advice - valuable tips for successful trades.

ABOUT THE AUTHOR

JOACHIM GOLDBERG worked for many years in a major German investment bank, specializing in behavioral finance. In 2000, he founded his own company called Cognitrend.

RÜDIGER VON NITZSCH is Professor of Finance at the University of Aachen. His research centers on the decision manners of humans the the psychology of the stock markets. He has written a number of scientific books, journals and papers and is on the board of Axio.

 **SERIES**

Wiley Finance

For additional product details, please visit <https://www.wiley.com/en-gb>