Behavioural investing seeks to bridge the gap between psychology and investing. All too many investors are unaware of the mental pitfalls that await them. Even once we are aware of our biases, we must recognise that knowledge does not equal behaviour. The solution lies in designing and adopting an investment process that is at least partially robust to behavioural decision-making errors.

*Behavioural Investing: A Practitioner's Guide to Applying Behavioural Finance* explores the biases we face, the way in which they show up in the investment process, and urges readers to adopt an empirically based sceptical approach to investing. This book is unique in combining insights from the field of applied psychology with a thorough understanding of the investment problem. The content is practitioner focused throughout and will be essential reading for any investment professional looking to improve their investing behaviour to maximise returns. Key features include:

- The only book to cover the applications of behavioural finance
- An executive summary for every chapter with key points highlighted at the chapter start
- Information on the key behavioural biases of professional investors, including *The seven sins of fund management*, *Investment myth busting*, and *The Tao of investing*
- Practical examples showing how using a psychologically inspired model can improve on standard, common practice valuation tools
- Written by an internationally renowned expert in the field of behavioural finance
ABOUT THE AUTHOR

JAMES MONTIER is the global equity strategist at Dresdner Kleinwort in London. He has been the top rated strategist in the annual Extel survey for the last two years. He is also the author of Behavioural Finance, published by Wiley in 2000. James was on the 50 must read analysts list complied by the Business magazine, and was one of the Financial News’ Rising Stars.

James is a regular speaker at both academic and practitioner conferences, and is regarded as the leading authority on applying behavioural finance to investment. He is also a visiting fellow at the University of Durham. James is also a fellow of the Royal Society of Arts. He has been described as a maverick by the Sunday Times, an enfant terrible by the FAZ, and a prophet by the Fast Company! When not writing or reading, he can usually be found blowing bubbles at fish and swimming with sharks.

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