Behavioural Finance: Insights into Irrational Minds and Markets
James Montier


DESCRIPTION

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.

ABOUT THE AUTHOR

James Montier (London, UK) is the Director of Global Strategy at Dresdner Kleinwort Watterstein. Prior to this, he was director of investment strategy for Old Mutual Securities.

SERIES

The Wiley Finance Series