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CHAPTER 1 – INTRODUCTION TO BEHAVIORAL FINANCE

Behavioral finance is commonly defined as the application of psychology to understand human behavior in finance or investing. It is the study of how investors actually make decisions and is particularly interested in the ways in which psychological processes can influence investment behavior. Behavioral finance is a relatively new field that has gained popularity in recent years due to its focus on the cognitive biases and heuristics that investors use when making investment decisions.

Behavioral Finance

Behavioral Finance has its roots in the work of George A. Akerlof and Paul J. Symposium on...