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finance, the psychology behind risk-taking, what makes individuals feel the way they do when making financial judgments, and how understanding our cognitive (mental) and affective (emotional) issues makes us better decision makers.

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Brett McKay: Well, one thing I noticed that behavioral investing does, and you spend the first part of your book discussing this, is looking at the ways our bodies, our brains, our

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psychology, our
relationships, all these
things, how they cause us
to make bad or good
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Let's talk about sociology.

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I could write an entire book on investor psychology. The bottom line is that we cannot eliminate these biases. After all, we are all human. Even Kahneman, who made the study of human behavior his life work, admits he is constantly impacted by his own biases.

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Investor Behavior is an excellent book for anyone who wishes to detour from the beaten path of behavioral finance and to implement what has been learned about investor psychology to better understand traders and assist clients. More book reviews are available on the CFA Institute website or in the Financial Analysts Journal.

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behavioral characteristics of U.S. investors. The primary goal of the report is to identify common investment mistakes and to provide scholarly commentary from university professors and professionals in the fields of economics, business, finance, psychology, and sociology. The

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Psychology of the Stock
Market (1912) Despite all
the facts, figures, and
statistics... so much of
the stock market comes
down to human behavior.

As my boss, Jim

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O'Shaughnessy likes to say, "human nature is the last arbitrage." I recommend reading the table of contents, and reading the section that sounds most interesting to you. These ...

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