

Behavioral Finance: Psychology, Decision-Making, And Markets By Lucy Ackert;Richard Deaves

By Lucy Ackert;Richard Deaves

Richard Deaves | LinkedIn -

Currently my principal area of teaching is Behavioral Finance. is Behavioral Finance: Psychology, Decision-making and Markets, Richard Deaves, Lucy Ackert;

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(1959). "Theories of Decision Making in Economics and Behavioral Science." American Economic S., & Schkade, D. (1992). Behavioral Decision Theory and

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DEFINITION of 'Behavioral Economics' The study of psychology as it relates to the economic decision making processes of individuals and institutions.

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