



# **Investing Psychology: The Effects of Behavioral Finance on Investment Choice and Bias (Wiley Finance)**

*Tim Richards*

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**Discover how to remove behavioral bias from your investment decisions**

For many financial professionals and individual investors, behavioral bias is the largest single factor behind poor investment decisions. The same instincts that our brains employ to keep us alive all too often work against us in the world of finance and investments.

*Investing Psychology + Website* explores several different types of behavioral bias, which pulls back the curtain on any illusions you have about yourself and your investing abilities. This practical investment guide explains that conventional financial wisdom is often nothing more than myth, and provides a detailed roadmap for overcoming behavioral bias.

- Offers an overview of how our brain perceives realities of the financial world at large and how human nature impacts even our most basic financial decisions
- Explores several different types of behavioral bias, which pulls back the curtain on any illusions you have about yourself and your investing abilities
- Provides real-world advice, including: Don't compete with institutions, always track your results, and don't trade when you're emotional, tired, or hungry

*Investing Psychology* is a unique book that shows readers how to dig deeper and persistently question everything in the financial world around them, including the incorrect investment decisions that human nature all too often compels us to make.

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