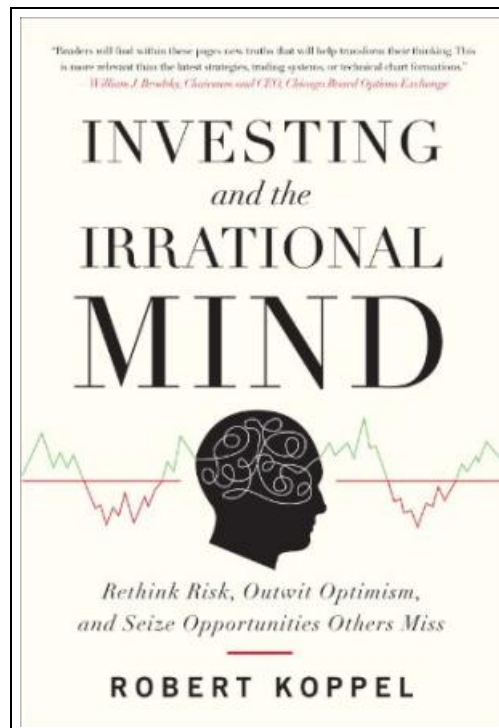


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McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, Investing and the Irrational Mind: Rethink Risk, Outwit Optimism, and Seize Opportunities Others Miss, Robert Koppel, Make rational decisions in the irrational world of investing. "Readers will find within these pages new truths that will help transform their thinking. This is more relevant than the latest strategies, trading systems, or technical chart formations". (William J. Brodsky, Chairman and CEO, Chicago Board Options Exchange). "Koppel offers pioneering insights, backed by substantial research, that help explain how psychology influences financial decisions and drives markets. Investing and the Irrational Mind is a must-read for both the professional and nonprofessional investor". (Robin Mesch, President, Mesch Capital Management). "If there is truth to the Yiddish proverb that 'man plans and God laughs,' read 'Investing and the Irrational Mind' to gain an essential understanding of what to do with your stocks and bonds when God is cracking up. As the sages advised, 'All the rest is commentary.'" (Yra Harris, CME Group member, President of Praxis Trading, and author of the daily investment blog "Notes from the Underground"). "'Investing and the Irrational Mind' explains the psychological barriers to making good investment decisions - and more importantly how to overcome them. Koppel shows the dangers of our own habit-driven behavior, biases, and heuristics and how they lead us to violate our own investment axioms." (Alexander Abell, Director, BlackRock, Inc.). "Investing is fraught with uncertainty, which gives rise to psychological issues that investors ignore at their peril. Bob Koppel has written a fascinating, entertaining, and comprehensive examination of this multifaceted area of inquiry. If you invest for a living, or even if you're just a student of the psychology of self, you will find beneficial insights in the pages of this book." (A. Thomas Shanks, President and CEO, Hawksbill...

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