

## Behavioral Investment Management An Efficient Alternative to Modern Portfolio Theory

By Arnaud de Servigny

McGraw-Hill. Hardcover. Condition: New. 400 pages. Dimensions: 9.1in. x 6.2in. x 1.3in. A Powerful New Portfolio-Management Standard for an Investing World in Disarray Three years of losses turn many smart investors with 30-year horizons into frightened investors with three-year horizons, driven to poor decisions by cognitive errors and misleading emotions. Greg B. Davies and Arnaud de Servigny combine great expertise from research and practice into smart portfolios that overcome cognitive errors and misleading emotions and drive investors to their long term goals. MEIR STATMAN, Glenn Klimek Professor of Finance, Santa Clara University, and author of What Investors Really Want The coming of age of behavioral finance. An important book which uniquely combines up-to-date knowledge of both behavioral and quantitative finance to provide practical models grounded on robust understanding of investors as well as investments. SHLOMO BENARTZI, professor and co-chair, Behavioral Decision Making Group, UCLA Anderson School of Management This book is both erudite and profound, and it acutely addresses the issues, controversies, and received wisdom of our troubled investment times. To comprehend it requires a considerable time commitment, but it may be a new investment classic. BARTON M. BIGGS, Managing Partner, Traxis Partners Behavioral Investment Management first shows how modern portfolio...



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