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## THE VALUE OF TRUST



Cuvillier Verlag Jul 2010, 2010. Taschenbuch. Book Condition: Neu. 208x144x15 mm. Neuware - This book aims at introducing a new perspective on stock market behavior by developing a theory of trust in investment decision making, discussing its relevance and applicability to account for anomalies of investor behavior, and empirically testing propositions derived from this theory. Current economic research on investor behavior is still mainly dominated by rational choice, though - thanks to behavioral finance - select psychological factors have been...

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- · Authored by Valentin Schellhaas
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