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## Market Mind Games: A Radical Psychology of Investing, Trading and Risk

By Denise Shull

McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, Market Mind Games: A Radical Psychology of Investing, Trading and Risk, Denise Shull, Seize the advantage in every risk decision with the most misunderstood asset you have--human emotion "If you are trying to solve the unsolvable, stop. Read this first and you will learn that the surest path to success will be to start with yourself; solve that conundrum and challenges like understanding how you do and should react to markets will come to be solvable." --Marvin Zonis, Professor Emeritus, Booth School of Business, The University of Chicago "When it comes to fast-moving global financial markets, professional investors strive to evaluate complex economic conditions from data analysis, economic reasoning, and professional judgment. This is what is taught in business schools. Denise Shull demonstrates how investment decision making is also determined by unconscious emotions and perceptions. Market Mind Games is a fascinating book that proposes a new and unexpected hypothesis about the factors that drive financial decision-making." --A.G. Malliaris, Professor of Economics and Finance, Loyola University Chicago "Denise Shull wants us to get in touch with our feelings, not to beat our bare chests and utter primordial screams. Far from it--her...



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