



Handbook of Behavioral Finance

Edited by Brian Bruce, Founding Director, Center for Investment Research and CEO and Chief Investment Officer, Hillcrest Asset Management, US

The Handbook of Behavioral Finance is a comprehensive, topical and concise source of cutting-edge research on recent developments in behavioral finance.

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– Long Range Planning

'As suits the jointly academic and practitioner audience, the technical level is low without being facile. (The Handbook would be a suitable reference for a senior undergraduate or master's level class in behavioral finance). Most chapters present simple econometric modelling of experimental, survey or revealed preference data. . . chapters are concise, coherent and clearly written.'

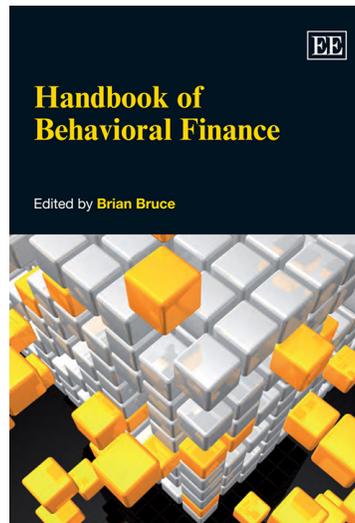
– Susan Thorp, Journal of Pension Economics and Finance

'This book does an excellent job of presenting empirical evidence as to the role of selected psychological attributes on key investment behaviors and it should be valuable to investment professionals as a handbook. Professor Bruce has selected readings that clearly show that investors are more than logic machines. They have evolved brains which makes them susceptible to context and culture. The book wisely avoids making generalizations about a new behavioral financial paradigm which at this time is only in the early stages of development.'

– Robert A. Olsen, California State University, Chico, US

'The breadth and depth of Professor Bruce's knowledge of behavioral finance and its implications for, and applicability to, all facets of investment decisions makes him as qualified as anyone I know to produce this Handbook. Those who absorb the insights and knowledge that this Handbook offers will prosper. But without it, they will dull their competitive edge both as investors and as educators. I am actually jealous I did not produce this Handbook myself!'

– Arnold S. Wood, Martingale Asset Management, US



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