

## WHAT INVESTORS REALLY WANT KNOW WHAT DRIVES INVESTOR BEHAVIOR AND MAKE SMARTER FINANCIAL DECISIONS STATMAN MEIR%0A

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Abstract. This is the introduction to the book, What Investors Really Want. The book centers on behavioral finance, drawing from research in finance, psychology and marketing, and combining systematic studies with anecdotes and recent events.

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WHAT INVESTORS WANT. Praise for What Investors Really Want "We all share behavioral traits that are major roadblocks to intelligent financial decisions.

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"What Investors Really Want enables us to "post mortem" the financial decisions of ourselves and others. The book is extremely valuable for theory, as a survey of how the human animal makes financial decisions, and for the practice of making smarter financial decisions."

What Investors Really Want: Know What Drives Investor ...

The title led me to expect to know the secrets about what needs are most important to investors. Instead, this book is an overview about the various ways that investors want to have it all.

What Investors Really Want: Know What Drives Investor ...

Statman, Meir. What Investors Really Want: Know What Drives Investor Behavior and Make Smarter Financial Decisions. US: McGraw-Hill, 2010.

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**Meir Statman on What Investors Really Want: Lessons from ...**

Much of Statman's talk drew from his recent book, What Investors Really Want: Know What Drives Investor Behavior and Make Smarter Financial Decisions, as well as his award-winning research. Breakdown of the Meir Statman's presentation:

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