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Foundation Blocks of Behavioural Finance

Behavioural Biases

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This book offers a conceptual and empirical understanding of foundation block of behavioural finance. It covers extensive theoretical framework. This book enlighten Behavioural Biases is at a very nascent stage as far as India is concerned. Investors are barely aware about what Behavioural Biases are. Also the demographic information and personality traits impact on behavioural biases is limited to a few researches.

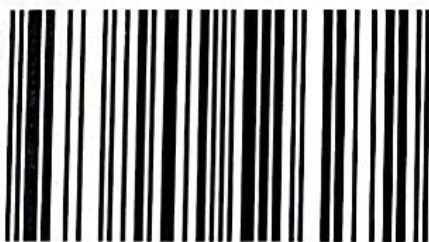
The book discusses various theories of types of investors, Types of anomalies and how evaluation of behavioural finance has come with investors' perspective and how and what is behavioural finance have discussed in details. Theoretical understanding is very important for further research development and hypothesis testing so many authors have defined behavioural model, which have been discussed in detail in this book.

This book will be useful to investors, Policymakers, Regulators and Researchers. This book provides valuable insights to anyone studying Behavioural biases in India.



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