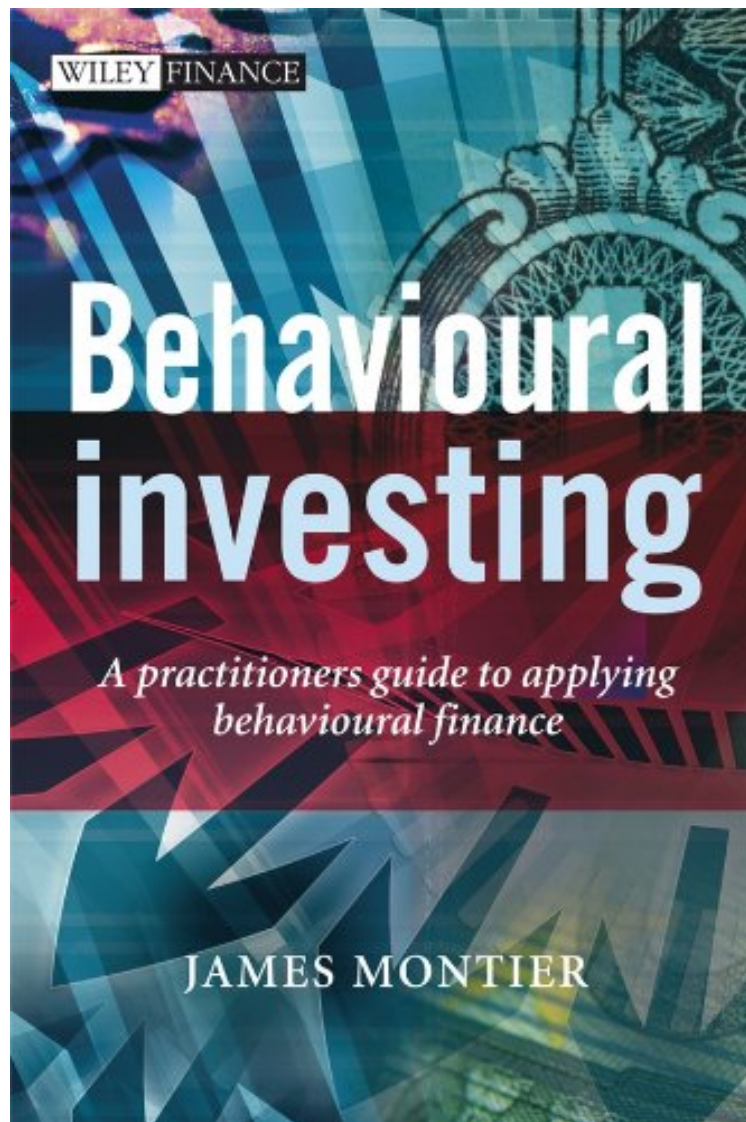


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Behavioural Investing: A Practitioners Guide to Applying Behavioural Finance (The Wiley Finance Series)

James Montier

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James Montier's book is in fact a collection of articles and therefore has some redundancies by repeating the same things again and again. But...he really takes away many illusions about analysts, company meetings, portfolio management and every one's capabilities in beating the market. In short, he says that predicting the future is not possible and that we are very bad in forecasting, even more when we are "professionals", because of how our brain works. He shows how to at least try to avoid common biases and focusing on the facts (on the past). It is easy to read and very entertaining, nevertheless with a factual approach. But be warned: as a PM you will feel the urge to stop taking calls from sales people ;-)

Behavioural investing seeks to bridge the gap between psychology and investing. All too many investors are unaware of the mental pitfalls that await them. Even once we are aware of our biases, we must recognise that knowledge does not equal behaviour. The solution lies in designing and adopting an investment process that is at least partially robust to behavioural decision-making errors. Behavioural Investing: A Practitioners' Guide to Applying Behavioural Finance explores the biases we face, the way in which they show up in the investment process, and urges readers to adopt an empirically based sceptical approach to investing. This book is unique in combining insights from the field of applied psychology with a thorough understanding of the investment problem. The content is practitioner focused throughout and will be essential reading for any investment professional looking to improve their investing behaviour to maximise returns. Key features include:

- The only book to cover the applications of behavioural finance
- An executive summary for every chapter with key points highlighted at the chapter start
- Information on the key behavioural biases of professional investors, including The seven sins of fund management, Investment myth busting, and The Tao of investing
- Practical examples showing how using a psychologically inspired model can improve on standard, common practice valuation tools

Written by an internationally renowned expert in the field of behavioural finance

"It is quite simply the best and most comprehensive treatment of the subject to date." (Financial Times, Monday 3rd December 2007)
"The Year's most exhaustive, and often entertaining, coverage of the behavioural literature." (Financial Times, Saturday 15th December 2007)
"...one of the few 'must read' books on the topic of investing." (The Herald - Glasgow, Saturday 2nd February 2008)
"...a fantastic insight into how markets operate... [and] one of the few 'must read' on the topic of investing." (The Herald, Sat 2nd February 2008)

From the Back Cover
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About the Author
JAMES MONTIER is the global equity strategist at Dresdner Kleinwort in London. He has been the top rated strategist in the annual Extel survey for the last two years. He is also the author of Behavioural Finance, published by Wiley in 2000. James was on the 50 must read analysts list compiled by the Business magazine, and was one of the Financial News' Rising Stars. James is a regular speaker at both academic and practitioner conferences, and is regarded as the leading authority on applying behavioural finance to investment. He is also a visiting fellow at the University of Durham. James is also a fellow of the Royal Society of Arts. He has been described as a maverick by the Sunday Times, an enfant terrible by the FAZ, and a prophet by the Fast Company! When not writing or reading, he can usually be found blowing bubbles at fish and swimming with sharks.