

## Investing and the irrational mind : rethink risk, outwit optimism, and seize opportunities others miss

Koppel, Robert, author

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### Abstrak

Behavioral finance expert and bestselling author Robert Koppel shows traders and investors how to invest your money rationally, even in an irrational world. "Investing," according to Robert Koppel, "Involves far more than specific analytical and strategic skills. It requires the development of habits, thought patterns and creative attitudes that influence the way to think and act in the market. In *Investing and the Irrational Mind*, Koppel, author of the classic bestseller, *The Inner Game of Trading*, uses the latest advancements in behavioral finance and neuroeconomics to help you gain these habits, as well as the deep understanding of market risk factors necessary to successful portfolio building. Armed with 30 years' experience as an analyst, and fund manager, and interviews with top traders, behavioral economists, risk managers and neuroscientists, Koppel lets you build a personal arsenal of risk management skills ("quantitative architecture") necessary for investors at any level to develop a focused, disciplined, confident, and profitable approach to investing. Filled with surprising insights into human behavior, and rock-solid financial advice, this is the guide you need to invest in today's markets.