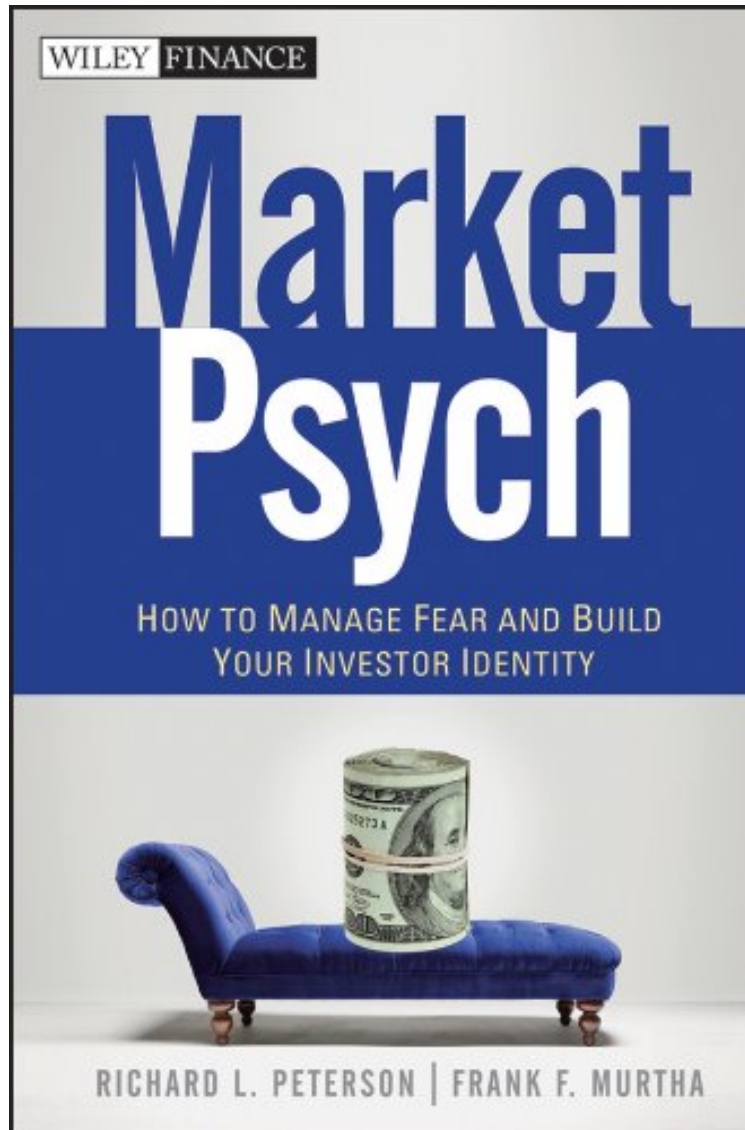


[Read ebook] MarketPsych: How to Manage Fear and Build Your Investor Identity (Wiley Finance)

## MarketPsych: How to Manage Fear and Build Your Investor Identity (Wiley Finance)

*Richard L. Peterson, Frank F. Murtha*  
DOC | \*audiobook | ebooks | Download PDF | ePub



DOWNLOAD



READ ONLINE

#1490020 in eBooks 2010-07-30 2010-07-30 File Name: B003YJEZJG | File size: 19.Mb

**Richard L. Peterson, Frank F. Murtha : MarketPsych: How to Manage Fear and Build Your Investor Identity (Wiley Finance)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised MarketPsych: How to Manage Fear and Build Your Investor Identity (Wiley Finance):

0 of 0 people found the following review helpful. A Must-Have Resource for Every Investor!By richard allenGreat book on realizing that we individual investors at certain times when the market is overreacting should be doing the exact opposite of what the market (i.e.,big institutions) and our emotions tell us. For example, when everyone is

selling, fear rules the day (i.e., everyone and their mother is panicking), and stock prices are plummeting, we should at some point be BUYING, not selling! On the other hand, when everyone is buying and greed rules, we should be selling and taking profits! It's almost as if Warren Buffet, the greatest investor of all time, wrote this book! A MUST READ for beginning or seasoned investors! Now I don't let my emotions dictate my decisions to buy or sell, thank God! I sell into rallies, and then have money when corrections come, so I can buy stocks at a discount to their fair value! ALWAYS REMEMBER, MR. MARKET ISN'T RATIONAL AT TIMES, AND AT THOSE TIMES WE CAN SELL OVER-PRICED STOCKS AND BUY UNDER-PRICED STOCKS IF OUR EMOTIONS DON'T OVERRULE COMMON SENSE!

0 of 0 people found the following review helpful. The Book I Wish I Read 15 Years Ago By Joe Bonanno If I read this book when I started investing instead of this year, I expect that I would be hundreds of thousands of dollars better off today than I am. None of the books I've encountered before this one helped me correctly identify the behavior that was sabotaging my performance. In practical terms, I have never had a problem accepting losses quickly, but I always had a problem holding onto winners. I had always assumed that I was simply risk averse or humble enough to take a small profit. The funny thing was that I never really felt good about taking a small profit (although it beat small losses). The truth of the matter is that I was overconfident and attempting to optimize through timing what was already a very good set of investments. There is one regret much greater than watching an account balance fall, and that is looking back 10-15 years later and realizing how much money you would have had you simply stuck with the first 5-10 stocks you ever bought (after diligent research of course). For me at least, Chapter 6, is worth the price of the book.

0 of 0 people found the following review helpful. Book has some Serious mistakes By E. A. Smith Reading this book now. While it has some interesting research on the role of emotions in buying and selling stocks, the authors must not have taken time to proofread their book. That, or the points that seek to make are elusive. Chapter 4, for example, starts with a talk about a 61 year old named Ed who now has some 12 million in assets. Before the financial crisis in 2008 he had 1.5 million. He must have followed the authors advice, correct? Nope, essentially the entire chapter is a look at what Ed did wrong.. And concludes on p96 on how he made his "mistakes". This chapter makes no sense whatsoever to me; I invite the authors to clarify what I'm missing here.

An investor's guide to understanding the most elusive (yet most important) aspect of successful investing - yourself. Why is it that the investing performance of so many smart people reliably and predictably falls short? The answer is not that they know too little about the markets. In fact, they know too little about themselves. Combining the latest findings from the academic fields of behavioral finance and experimental psychology with the down-and-dirty real-world wisdom of successful investors, Drs. Richard Peterson and Frank Murtha guide both new and experienced investors through the psychological learning process necessary to achieve their financial goals. In an easy and entertaining style that masks the book's scientific rigor, the authors make complex scientific insights readily understandable and actionable, shattering a number of investing myths along the way. You will gain understanding of your true investing motivations, learn to avoid the unseen forces that subvert your performance, and build your investor identity - the foundation for long-lasting investing success. Replete with humorous games, insightful self-assessments, entertaining exercises, and concrete planning tools, this book goes beyond mere education. MarketPsych: How to Manage Fear and Build Your Investor Identity functions as a psychological outfitter for your unique investing journey, providing the tools, training and equipment to help you navigate the right paths, stay on them, and see your journey through to success.

The market is flooded with books on investor psychology, but most only outline the various ways we screw up with our investments. This is the first book that identifies the root causes and gives a variety of practical, imaginative ways to heal thyself. — Kiplingerr's Personal Finance, December 2010 From the Inside Flap Investing well is not about the market — it's about you. The markets will do what they do, which is fluctuate. The question is, as the markets fluctuate, what do you do? While you may not think that your investment performance is affected by who you are, think again. Recent research has uncovered startling information regarding the relationship between who you are, how you invest, and what that ultimately means for your wallet. For the past two decades the psychological mistakes of investors have been rigorously defined by experts in the fields of behavioral finance and experimental psychology. The problem with this is that investors haven't been told what they can do to overcome these innate errors of judgment. It's time to find an appropriate road to recovery, and that road starts by understanding who you are as an investor: your Investor Identity. That's why authors Richard Peterson and Frank Murtha of MarketPsych LLC — an innovative organization that offers psychology-training services for the financial industry — have created this timely guide. Written with every investor in mind — from mutual fund dilettantes to penthouse portfolio managers — MarketPsych will put you in a better position to improve your investing by helping you honestly answer questions such as: Fundamentally, why am I investing? Who am I trying to be when I buy or sell stocks? What are my deeper "emotional" objectives? How am I deceiving myself in the markets? And while the book does not recommend a specific method of investing, it does assist you in understanding your financial personality style, emotional triggers, values, and assumptions, and it reveals how to invest comfortably within your newfound

investor identity. Investing appears to be about the markets, but it's not, it's really about you. By addressing the major psychological underpinnings of strong and weak investment performance—;from personality traits and emotion management to values and beliefs, thought traps, and stress management—;and showing you how to institute lasting behavioral change and maintain motivation in pursuit of your goals, *MarketPsych* will improve your investing mindset and help you excel even in the toughest markets.

**From the Back Cover Praise for *MarketPsych***

"*MarketPsych* is an important step in taking the field of behavioral finance from the quaint and theoretical to the powerful and practical. Backed by the new research in neuroscience and loaded with techniques tailored to your individual investor personality type, this book is a must-read for the active investor."—;Stephen M. Horan, PhD, CFA, Head, Professional Education Content and Private Wealth, CFA Institute

"As someone whose work in the 1970s and 1980s first highlighted the importance of the prefrontal cortex and limbic system to financial decision making, I can say that this book not only takes that idea and runs with it, but does so in an insightful, practical, and entertaining way."—;Hersh Shefrin, author of *Beyond Greed and Fear: Understanding Behavioral Finance and the Psychology of Investing*

"Peterson and Murtha have channeled the science of behavioral finance to help average investors master their emotions and, in doing so, grant them control over their financial futures. This is a holistic, powerful, and extremely practical book—;it's head and shoulders above the pack."—;Robert Frick, Senior Editor, *Kiplinger's Personal Finance*

"Cartoonist and animator Walt Kelly's comic strip character Pogor's now-famous quote, 'We have met the enemy and he is us,' is a befitting rendition of what most investors realize but have difficulty controlling—;themselves. *MarketPsych* provides well-researched solutions for investors to heed. Knowing your own propensity to the temptations and emotional foibles of the financial markets is the critical step to making sound choices."—;Arnold Wood, President and Chief Executive Officer, Martingale Asset Management

"The average investor is bombarded with over the top media reports and struggling with their own basic human behaviors. The odds are stacked against the average investor. Richard and Frank's book on dealing with fear and building your investor identity is designed to tilt the odds and is a must-read for all investors."—;Oliver Murray, President and Chief Executive Officer, Brandes Investment Partners Co.