



# **A Behavioral Approach to Asset Pricing, Second Edition (Academic Press Advanced Finance)**

*Hersh Shefrin*

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**A Behavioral Approach to Asset Pricing, Second Edition (Academic Press Advanced Finance)** Hersh Shefrin

Behavioral finance is the study of how psychology affects financial decision making and financial markets. It is increasingly becoming the common way of understanding investor behavior and stock market activity. Incorporating the latest research and theory, Shefrin offers both a strong theory and efficient empirical tools that address derivatives, fixed income securities, mean-variance efficient portfolios, and the market portfolio. The book provides a series of examples to illustrate the theory. A companion website contains these examples worked out as Excel spreadsheets so that readers can input their own data to test the results.

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