



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

Richard L. Peterson, Frank F. Murtha

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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.

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