



# Behavioural Finance

*Shuchita Singh & Shilpa Bahi*

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## **Behavioural Finance** Shuchita Singh & Shilpa Bahi

The theories and concepts of behavioural finance are not widely studied. In many countries, the acceptance level of behavioural theories is quite low. However, the increasing instances of various anomalies of financial markets have forced many researchers to look closer to this modern field of finance.

Behavioural Finance seeks to bring together all the concepts and theories developed by renowned international and national researchers and practitioners in financial markets. An in-depth study has been made to explain the current economic downturn and the role of behavioural finance in it.

### KEY FEATURES

- Interviews: Latest industry views by various asset-class experts
- Facts: Important factual information in boxes titled 'Do You Know?'
- Abbreviations: Important and relevant abbreviated terms
- Model Test Papers: For practice
- Summary: Given as 'Key Learning Points' for revision

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