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A Behavioral Approach To Asset

A large part of the second edition of *A Behavioral Approach to Asset Pricing* is devoted to developing this arresting, although by no means mainstream, hypothesis. In that endeavour, Professor Shefrin is a maverick and a pioneer."

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The chapter examines the behavioral approach to asset pricing that is centered on the role of sentiment. Loosely speaking, sentiment measures the degree of excessive optimism or pessimism among investors. A key point is that sentiment is more complex than average optimism or pessimism. It provides a formal definition for the sentiment function.

A Behavioral Approach to Asset Pricing | ScienceDirect

A Behavioral Approach to Asset Pricing Table of Contents. Behavioral finance is the study of how psychology affects financial decision making and financial... Key Features. Readership. Details. Hersh Shefrin holds the Mario L. Belotti Chair in the Department of Finance at Santa Clara University's ...

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We believe the most effective approach to combat investor emotions is an asset allocation approach that avoids emotional decision making. According to Vanguard [ii] , if we look at the return of a 60% Stock and 40% Bond portfolio, over the previous 90 years ending in 2017, an investor would have realized an annualized return of 8.8%.

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