



# **Behavioral Finance. Entdeckungen, Erkenntnisse und Vorzüge (German Edition)**

*Jessica Plöger*

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# Behavioral Finance. Entdeckungen, Erkenntnisse und Vorzüge (German Edition)

Jessica Plöger

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Akademische Arbeit aus dem Jahr 2007 im Fachbereich BWL - Investition und Finanzierung, Note: 2,3,  
Universität Bremen, Sprache: Deutsch, Abstract: Im Gegensatz zur CAPM, lässt die Behavioral Finance  
Irrationalitäten im Entscheidungsverhalten, unvollkommene Informationen und durch Transaktionskosten  
und Verhaltensrisiken eingeschränkte Arbitragemöglichkeiten zu. Die Begründer der Behavioral Finance  
versuchen, Finanzmarktforschung und Psychologie zu vereinen. In den folgenden Abschnitten soll die  
Behavioral Finance dargestellt, das Verhalten der Investoren in der Realität betrachtet und einige wichtige  
Modelle aufgezeigt werden.

Aus dem Inhalt:

Verhaltenswissenschaftliche Entdeckungen,  
Preisbildung mit Hilfe von Behavioral Finance-Erkenntnissen,  
Kritik an der Behavioral Finance,  
Vorzüge der Behavioral Finance.

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