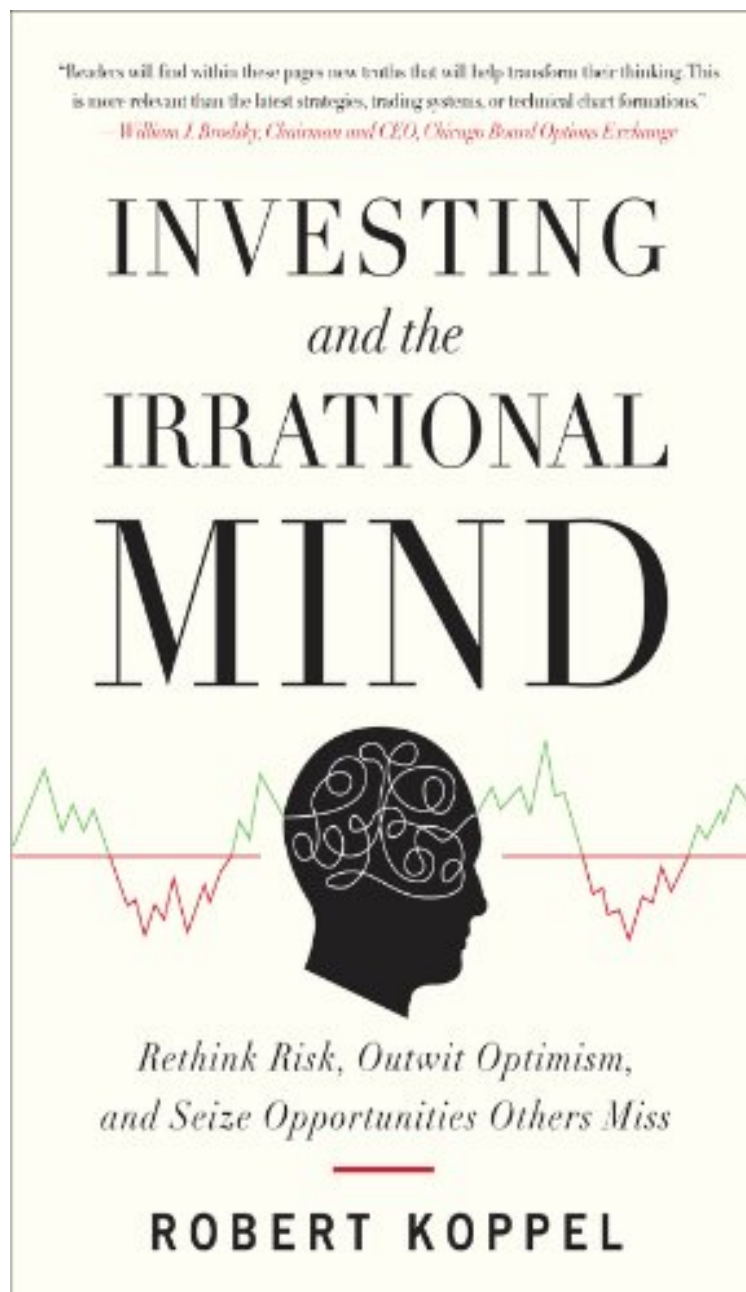


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Investing and the Irrational Mind: Rethink Risk, Outwit Optimism, and Seize Opportunities Others Miss (Business Books)

Robert Koppel

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before purchasing it in order to gauge whether or not it would be worth my time, and all praised *Investing and the Irrational Mind: Rethink Risk, Outwit Optimism, and Seize Opportunities Others Miss* (Business Books):

5 of 5 people found the following review helpful. A Must Read for Traders By Brian Latta I purchased *Investing and the Irrational Mind* after reading Robert Koppel's *The Tao of Trading* and *The Intuitive Trader*. Robert once again found the illusive "missing link" for traders and pin-pointed resolution for the damning internal influences the un-initiated trader faces. The results from the interviews with top traders and the compelling evidence from clinical research shifts focus for traders from "systems only" (external programs) to balance (detailed trading method AND experienced adaptability - left brain/right brain stasis). As a full time trader and a trading coach, most of my instruction time with clients lies not in better application of "system", but in how each trader processes information - usually with unintended results and the illusion of control from "having purchased someone else's system". In my experience from reading every book I can find written about trading psychology, Robert has hands down provided concise research and practical application from top traders to prove without doubt that the biggest obstacle traders face is themselves. And in conclusion Robert details the steps traders can follow to turn their destructive behavioral patterns into life-long positive assets that extend well beyond their original intent (improve trading results). 0 of 0 people found the following review helpful. Good read with useful insights By Doug Dittrich I am constantly reading about markets and investing. This book explores the forces driving markets. The market is people and better understanding of our own behaviors helps us better understand other's behaviors as well. 2 of 2 people found the following review helpful. Highly recommended By Steve Wilkinson Excellent work. Addresses issues that affect new and old traders each and every day. Provides ideas to start correcting issues that prevent moving on in the business of investing.

Behavioral finance expert and bestselling author Robert Koppel shows traders and investors how to invest your money rationally, even in an irrational world "Investing," according to Robert Koppel, "Involves far more than specific analytical and strategic skills. It requires the development of habits, thought patterns and creative attitudes that influence the way to think and act in the market." In *Investing and the Irrational Mind*, Koppel, author of the classic bestseller, *The Inner Game of Trading*, uses the latest advancements in behavioral finance and neuroeconomics to help you gain these habits, as well as the deep understanding of market risk factors necessary to successful portfolio building. Armed with 30 years' experience as an analyst, and fund manager, and interviews with top traders, behavioral economists, risk managers and neuroscientists, Koppel lets you build a personal arsenal of risk management skills ("quantitative architecture") necessary for investors at any level to develop a focused, disciplined, confident, and profitable approach to investing. Filled with surprising insights into human behavior, and rock-solid financial advice, this is the guide you need to invest in today's markets.

About the Author Robert Koppel is a former member of the Chicago Mercantile Exchange (CME), a hedge fund partner, and president of his own division at Rand Financial. The author of numerous books on the psychology of trading, Koppel was the senior business writer for *Onmoney.com*. His work has appeared in the national financial press and been featured on CNN, CNBC, and NPR.