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Full Synopsis : "Behavioural Finance is a comprehensive textbook intended especially for the management students. It has been designed to polish their decision-making skills in the context of finance and investment decisions. The book provides a balanced presentation of theoretical concepts of behavioural finance and their practical orientation.

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Behavioral finance applies psychological theories, particular those related to cognition and behaviorism, to economics and personal finance. Behavioral finance is all about trying to understand biases in human behavior when it comes to money.

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Citation Comerford DA (2020) Review of A Fast and Frugal Finance: Bridging Contemporary Behavioral Finance and Ecological Rationality by William P. Forbes, Aloysius Obinna Igboekwu, & Shabnam Mousavi.

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