

Behavioral Finance Reading List

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Books - Short List:

Ariely, Dan, Predictably Irrational: The Hidden Forces that Shape Our Decisions, Harper Perennial, NYC, 2010

Cialdini, Robert B. Influence (The Psychology of Persuasion). New York: Quill, William Morrow, 1984.

Forsyth, Donelson R. Group Dynamics. Belmont: Wadsworth Publishing Company, 1999.

Janis, Irving L. Groupthink. Boston: Houghton Mifflin Company, 1982.

Kahneman, Daniel, Paul Slovic, and Amos Tversky, eds. Judgment Under Uncertainty: Heuristics and Biases. London: Cambridge University Press, 1982.

Kahneman, Daniel. Thinking, Fast and Slow, Farrar, Straus and Giroux, NY, 2011

Kidder, Rushmore. How Good People Make Tough Decisions: Resolving the Dilemmas of Ethical Living, Harper Paperbacks, 2003

Paulos, John Allen. Innumeracy. New York: Hill and Wang, 1988.

Peterson Richard L. and Frank P. Murtha. Market Psyche. John Wiley & Sons, Inc., 2010

Pratt, John W. and Richard J. Zeckhauser, eds. Principals and Agents: The Structure of Business. Boston: Harvard Business School Press, 1985.

Shefrin, Hersh. Beyond Greed and Fear. Boston: Harvard Business School Press, 2000.

Slovic, Paul. The Perception of Risk. London: Paul Slovic, 2000.

Statman, Meir. What Investors Really Want: Know What Drives Investor Behavior and Make Smarter Financial Decisions. McGraw-Hill Professional, 2010.

Sunstein, Cass. Why Societies Need Dissent. Cambridge, MA: Harvard University Press, 2003.

Surowiecki, James. Wisdom of Crowds. NYC: Doubleday, 2004.

Thaler, Richard H. and Cass R. Sunstein. Nudge. Caravan Book, 2008.

*Behavioral Finance and Investment Management, Research Foundation of CFA Institute Monograph, 2011 (available at www.cfapubs.org)