Managing Equity Portfolios: A Behavioral Approach to Improving Skills and Investment Processes

By Michael A. Ervolini

PHI Learning, 2016. Softcover. Book Condition: New. First edition. Description: Portfolio management is a tough business. Each day, managers face the challenges of an ever-changing and unforgiving market, where strategies and processes that worked yesterday may not work today, or tomorrow. The usual advice for improving portfolio performance?refining your strategy, staying within your style, doing better research, trading more efficiently?is important, but doesn?t seem to affect outcomes sufficiently. This book, by an experienced advisor to institutional money managers, goes beyond conventional thinking to offer a new analytic framework that enables investors to improve their performance confidently, deliberately, and simply, by applying the principles of behavioral finance. It offers a conceptually straightforward and well-tested framework that measures key inputs in active portfolio management to management success like skills, process, and behavioral tendencies with evidence of how it helps managers enhance self-awareness and become better investors. In a series of short, accessible chapters, the author investigates a range of topics from psychology and neuroscience, describing their relevance to the challenges of portfolio management. Finally, the book offers seven ideas for improving. These range from maintaining an investment diary to performing rudimentary calculations that quantify basic skills; each idea, or ?project,? helps managers...

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Reviews

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Extensive guideline! Its this sort of very good go through. I have got read and i am confident that i will gonna read through once more once more in the future. Once you begin to read the book, it is extremely difficult to leave it before concluding.
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