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A large part of the second edition of A Behavioral Approach to Asset Pricing is devoted to developing this arresting, although by no means mainstream, hypothesis. In that endeavour, Professor Shefrin is a maverick and a pioneer."

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The chapter examines the behavioral approach to asset pricing that is centered on the role of sentiment. Loosely speaking, sentiment measures the degree of excessive optimism or pessimism among investors. A key point is that sentiment is more complex than average optimism or pessimism. It provides a formal definition for the sentiment function.

A Behavioral Approach to Asset Pricing | ScienceDirect

A Behavioral Approach to Asset Pricing Table of Contents. Behavioral finance is the study of how psychology affects financial decision making and financial... Key Features. Readership. Details. Hersh Shefrin holds the Mario L. Belotti Chair in the Department of Finance at Santa Clara University's ...

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A Behavioral Approach to Asset Pricing Theory examines the reigning assumptions of asset pricing theory and reconstructs them to incorporate findings from behavioral finance. It constructs a solid, intact structure that challenges classic assumptions and at the same time provides a strong theory and efficient empirical tools.

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