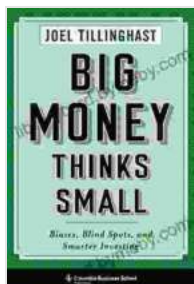


Biases, Blind Spots, and Smarter Investing: The Essential Guide to Making Rational Investment Decisions



Big Money Thinks Small: Biases, Blind Spots, and Smarter Investing (Columbia Business School

Publishing) by Joel Tillinghast

★★★★☆ 4.4 out of 5

Language : English
File size : 888 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 314 pages
Lending : Enabled



Investing is a complex and challenging endeavor. There are a multitude of factors to consider, from market conditions to economic indicators to the performance of individual companies. Even the most experienced investors make mistakes. However, there is one factor that can be even more detrimental to your investment success than a lack of knowledge or experience: cognitive biases.

Cognitive biases are mental shortcuts that we all use to make decisions. These shortcuts can be helpful in some situations, but they can also lead to poor investment decisions. For example, the confirmation bias leads us to seek out information that confirms our existing beliefs, even when that

information is inaccurate. The overconfidence bias leads us to overestimate our own abilities and knowledge, which can lead to taking on too much risk.

Biases, Blind Spots, and Smarter Investing is a comprehensive guide to the cognitive biases that can lead to poor investment decisions. Written by a team of experts from Columbia Business School, this book provides practical strategies for overcoming these biases and making more rational investment choices.

The book is divided into three parts. The first part introduces the concept of cognitive biases and explains how they can affect investment decisions. The second part identifies and describes the most common cognitive biases, such as the confirmation bias, the overconfidence bias, and the herd mentality. The third part provides practical strategies for overcoming these biases and making more rational investment decisions.

Biases, Blind Spots, and Smarter Investing is an essential read for any investor who wants to improve their investment performance. This book will help you to identify and overcome the cognitive biases that can lead to poor investment decisions and make more rational investment choices.

Table of Contents

- 1.
2. Part 1: The Nature of Cognitive Biases
3. Chapter 1: What Are Cognitive Biases?
4. Chapter 2: How Cognitive Biases Affect Investment Decisions
5. Part 2: The Most Common Cognitive Biases

6. Chapter 3: The Confirmation Bias
7. Chapter 4: The Overconfidence Bias
8. Chapter 5: The Herd Mentality
9. Part 3: Strategies for Overcoming Cognitive Biases
10. Chapter 6: Identifying Your Biases
11. Chapter 7: Challenging Your Assumptions
12. Chapter 8: Seeking Out Disconfirming Information
13. Chapter 9: Making Decisions Slowly and Deliberately
- 14.

About the Authors

The authors of *Biases, Blind Spots, and Smarter Investing* are a team of experts from Columbia Business School. They have decades of experience in the fields of behavioral finance, investing, and psychology. The authors include:

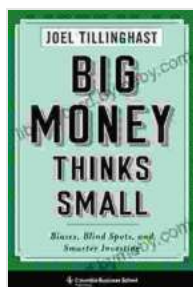
- **Sheena Iyengar** is a professor of business administration at Columbia Business School. She is the author of several books on behavioral economics, including *The Art of Choosing* and *The Power of Choice*.
- **Moshe Milevsky** is a professor of finance at Columbia Business School. He is the author of several books on investing and financial planning, including *The Calculus of Wealth* and *Your Complete Guide to a Successful and Secure Retirement*.
- **Eldar Shafir** is a professor of psychology and public affairs at Princeton University. He is the author of several books on behavioral

economics and psychology, including *Scarcity: Why Having Too Little Means So Much* and *Thinking Fast and Slow*.

Free Download Your Copy Today

Biases, Blind Spots, and Smarter Investing is available now from all major booksellers. Free Download your copy today and start making more rational investment decisions.

Free Download Now



Big Money Thinks Small: Biases, Blind Spots, and Smarter Investing (Columbia Business School Publishing) by Joel Tillinghast

★★★★☆ 4.4 out of 5

Language	: English
File size	: 888 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 314 pages
Lending	: Enabled





Speak With Ease: The Ultimate Guide to Public Speaking Confidence

By Rupika Raj Are you terrified of public speaking? Do you dread the thought of having to give a presentation or speech? If so, you're not...



Vulcan Forge: A Suspense Thriller that Will Keep You on the Edge of Your Seat

Vulcan Forge is a suspense thriller that will keep you on the edge of your seat. Philip Mercer has crafted a gripping tale of intrigue, danger,...