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integrates  
psychology and  
economics into the  
study of human  
judgment and  
biases in decision  
making under  
conditions of  
uncertainty.

**A Behavioral  
Theory of  
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provides new and  
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explanations for  
long-standing  
corporate-finance  
puzzles by applying  
insights from  
psychology to the  
behavior of  
investors,  
managers, and  
third parties (e. g.,

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analysts or  
bankers).

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on the influence of biases in the corporate realm, such as overconfidence, experience effects, and the sunk-cost fallacy.

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corporate finance  
takes two distinct  
approaches. The  
first emphasizes  
that investors are  
less than fully  
rational. It views  
managerial  
financing and  
investment  
decisions as  
rational responses  
to securities

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market mispricing.

The second  
approach

emphasizes that  
managers are less  
than fully rational.

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takes two distinct approaches. The first emphasizes that investors are less than fully rational. It views managerial financing and investment decisions as rational responses to securities market mispricing. The second

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Approach

emphasizes that managers are less than fully rational.

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Behavioral finance is the study of the influence of psychology on the behavior of

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investors or  
financial analysts.  
It also includes the  
subsequent effects  
on the markets. It  
focuses on the fact  
that investors are  
not always rational,  
have limits to their  
self-control, and  
are influenced by  
their own biases.

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Research in behavioral corporate finance takes two distinct approaches. The first emphasizes that investors are less than fully rational. It views managerial financing and

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to securities  
market mispricing.  
The second  
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emphasizes that  
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than fully rational.

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Research in  
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corporate finance  
replaces the  
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rationality  
assumptions with  
behavioral  
foundations that  
are more evidence-  
driven.

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Managers and corporate directors need to recognize two key behavioral impediments that obstruct the process of value maximization, one

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internal to the firm  
and the other  
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first obstruction  
behavioral costs.  
Behavioral costs,  
like agency costs,  
tend to prevent  
value creation.

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Behavioral finance is an area of study focused on how psychological influences can affect market outcomes.

Behavioral finance can be analyzed to understand different outcomes across a variety of...

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rationality  
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are more evidence-driven. The field is no longer a purely academic pursuit, as behavioral corporate finance is increasingly the basis of discussions in mainstream textbooks. 1 We divide the literature into two

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obstacles to value

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to identify the key  
psychological  
obstacles to value  
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obstacles to value



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maximizing  
behavior, along  
with steps that  
managers can take  
to mitigate the  
effects of these  
obstacles. The  
main goal of the  
book is to help  
students learn how  
to put the  
traditional tools of  
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to their best use,

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