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The Money Answers Show
Monday at 12 Noon Pacific
November 21st 2011: Behavioral Finance with Victor Ricciardi

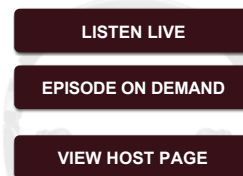
Our guest today, Victor Ricciardi, BBA, MBA, APC is an Assistant Professor of Financial Management at Goucher College in Baltimore, Maryland. The questions we will be discussing today are: What is Standard (Traditional) Finance? What is Modern Portfolio Theory? What is Behavioral Finance? What type of decision maker are you? What is the Psychology of Risk (Risk Perception)? What is the inverse relationship between perceived risk and expected return? What are the main topics that influence an investor's perception and decision-making process (Heuristics, Overconfidence, Loss Aversion, Control B

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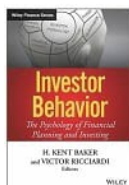
Monday at 12 Noon Pacific Time on
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Questions? Comments?
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Featured Guest



Victor Ricciardi

Victor Ricciardi is an Assistant Professor of Financial Management at Goucher College in Baltimore, Maryland. He teaches courses in financial planning, investments, corporate finance, behavioral finance, and the psychology of money. Professor Ricciardi is a leading expert on the academic literature and emerging research issues in behavioral finance. Kent Baker and Victor Ricciardi are co-editors of the new book *Investor Behavior: The Psychology of Financial Planning and Investing* was published in February 2014 and the book is part of the Wiley Finance Series. This research endeavor is a contributor series book that incorporates 30 chapters written by 45 leading experts (academics and pract

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