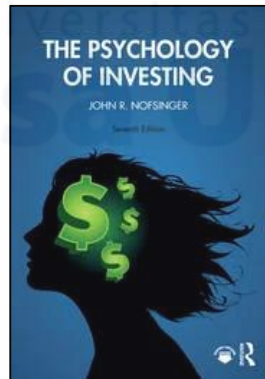


PERIODE TAHUN 2023



**Perpustakaan  
Universitas  
Esa Unggul**

**Jalan Arjuna Utara  
No. 9, Kebon Jeruk,  
Jakarta, 11510  
(021) 5674223 ext 282  
(021) 5674152 (hunting),  
Fax (021) 5674248**



### Psychology of Investing

**Author** : John R. Nofsinger  
**No. Class** : 332.601 9 NOF p  
**Lokasi** : Jakarta, Tangerang dan Bekasi

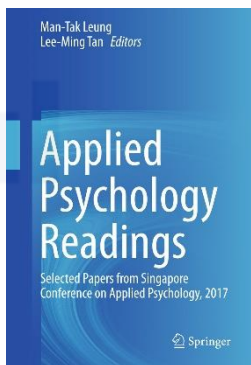
#### **Description:**

While traditional finance focuses on the tools used to optimize return and minimize risk, this book shows how psychology can explain our decisions more than financial theory. Analyzing how investors behave in the real world, this is the first book of its kind to delve into the ways biases influence investment behavior, and how overcoming these biases can increase financial success.

Now in its seventh edition, this classic text features:

- An easy-to-understand structure, illustrating psychological biases as everyday behavior analyzing their effect on investment decisions and concluding with academic studies that show real-life investors making choices that hurt their wealth
- New content on fintech and cryptocurrencies, the role of social media in investing, generational biases, and the COVID-19 pandemic
- Experiential examples, chapter summaries, and end-of-chapter discussion questions to help readers test their practical understanding
- Online supplements comprising PowerPoint slides for both students and lecturers

Fully updated with the latest research in the field, The Psychology of Investing will prove fascinating and educational for advanced students in behavioral finance, investment and portfolio management classes, as well as investors and financial planners.



**Applied Psychology Readings: Selected Papers from the Singapore Conference on Applied Psychology 2017**

**Author** : Peter Macaulay dan Lee-Ming Tan  
**No. Class** : 155.9 MAC a  
**Lokasi** : Jakarta, Tangerang dan Bekasi

**Description:**

This book is a compilation of the best papers presented at the 2022 edition of the Singapore Conference of Applied Psychology (SCAP), led by East Asia Research in Singapore in collaboration with the University of Derby in the UK and the Singapore University of Technology and Design. Chapters include research conducted by experts in the field of applied psychology from the Asia-Pacific region, and cover areas such as community and environmental psychology, psychotherapy and counseling, health, child and school psychology, and gender studies. The volume of interest to educators, psychology researchers and practicing counselors.

