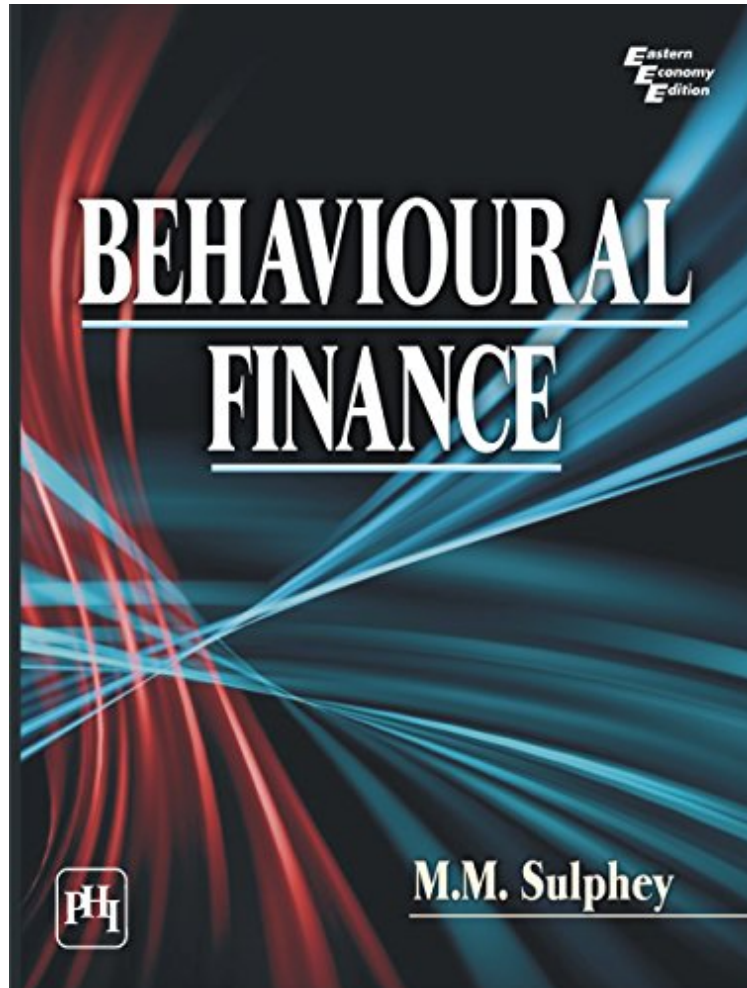


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M. M. Sulphey

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This comprehensive, lucidly written text is an ideal introduction to behavioural finance. The book caters to the needs of both undergraduate and postgraduate management courses. It covers almost all important topics of behavioural finance prescribed in the syllabi of various universities across India, including Neurofinance and Forensic Accounting, which have rare occurrence in other books but are important from future perspective. There is a dearth of literature in behavioural finance, and if available, then the books are of large volumes, written by foreign authors citing examples and case studies from the countries other than India. Hence, the present book aims at providing information in global scenario, particularly Indian cases. A number of case studies and box items make this text interesting and informative. Review questions given at the end of each chapter help students in assessing their knowledge after having learned the

concepts. Overall, the book will help readers in gaining adequate knowledge of the subject.