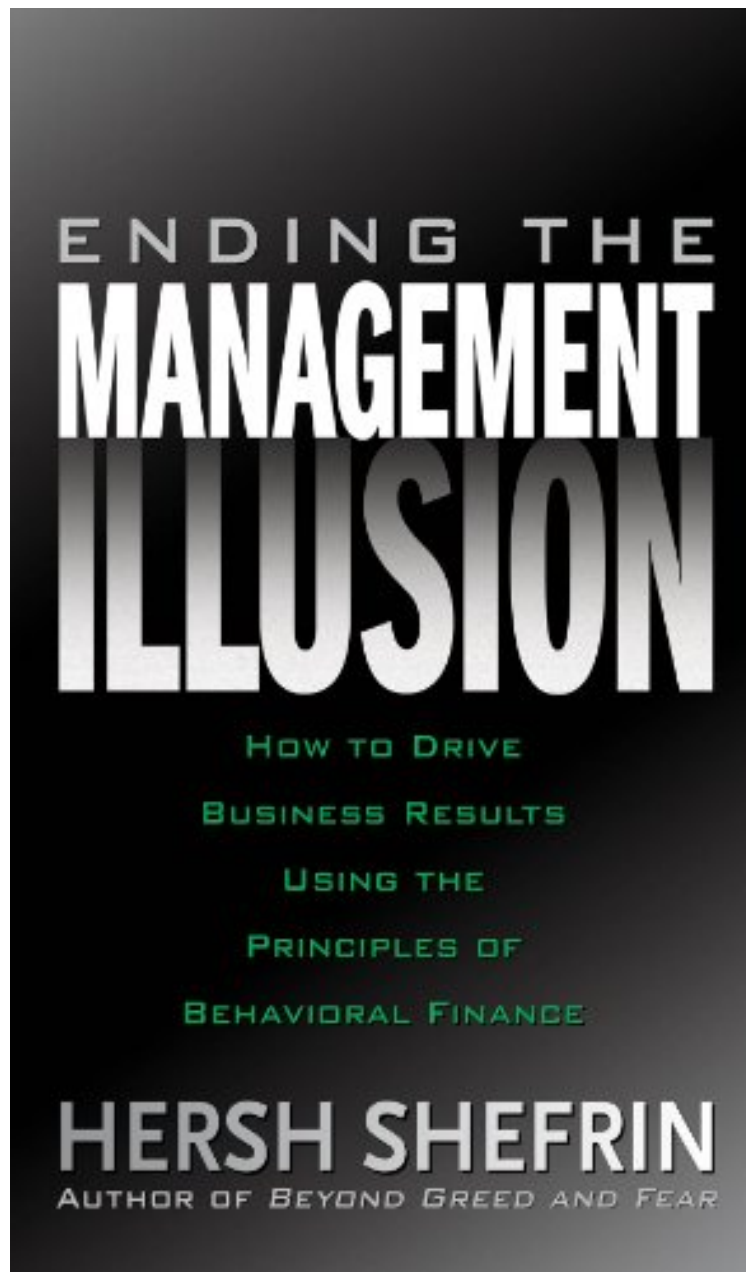


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Ending the Management Illusion: How to Drive Business Results Using the Principles of Behavioral Finance

Hersh Shefrin

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The bestselling author of *Beyond Greed and Fear* puts behavioral concepts into corporate practice. Psychologically smart companies manage both the pluses and minuses of human psychology through well-structured systems and processes. In *Ending the Management Illusion*, behavioral finance pioneer Hersh Shefrin addresses the biases that can take you or your organization off course and shows how to run psychologically smart businesses—specifically as it affects your bottom line. Shefrin explores the psychological barriers you experience, and delivers concrete debiasing techniques for breaking through these barriers. This allows you to integrate your processes for accounting, planning, incentives, and information sharing—the main elements for optimizing corporate value.

About the Author Hersh Shefrin, Ph.D., holds the Mario L. Belotti Chair in the Department of Finance at the Leavey School of Business at Santa Clara University. One of the pioneers of behavioral finance, he has published scholarly articles in the *Journal of Finance*, *Journal of Financial Economics*, *Journal of Financial Studies*, and many other journals. Dr. Shefrin is also the author of *Beyond Greed and Fear*.