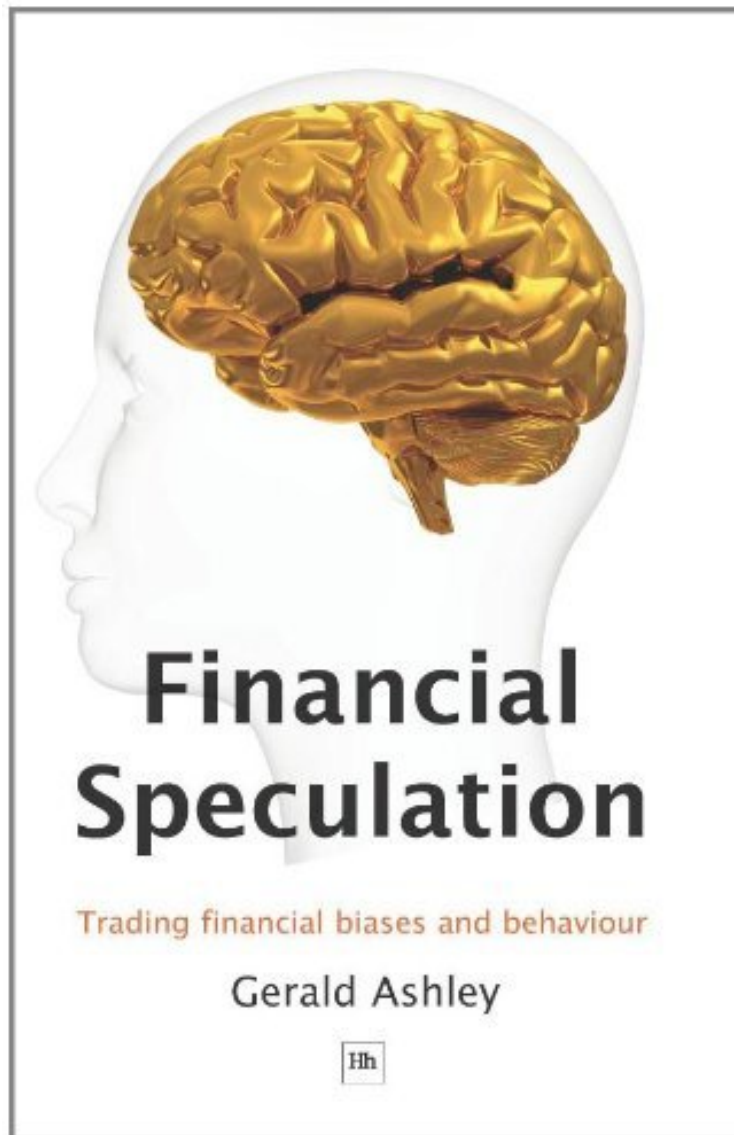


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Ashley Gerald : Financial Speculation: Trading financial biases and behaviour before purchasing it in order to gauge whether or not it would be worth my time, and all praised Financial Speculation: Trading financial biases and behaviour:

When we deal in the financial markets are we investing, speculating or gambling? Does it really matter what we call it? As this book shows, the world of finance is not an easily defined game. Simple labels, such as gambling and

speculation, won't help us grasp the underlying forces that drive the markets. It's far more important to understand the behaviour and biases of the players - their actions and motivations are the vital components that drive everything; bubbles, crashes, huge fortunes, reckless borrowing and complex instruments and strategies, all flow from this simple fact. And the markets are not just an external object, to be studied dispassionately under a microscope. How we act within our inner self, and apply our own set of risk and reward values to the seeming chaos of the market, is absolutely crucial. Clearly whatever games that are going on in the market are also going on inside our heads. In this fully updated and revised edition, Gerald Ashley gets to the heart of the financial markets. He draws on a wealth of revealing and instructive market insights, stories and anecdotes, challenges all the tired clichés about speculation, and slaughters many of the outdated sacred cows of finance. The book ranges across all the major asset classes, looks at past masters of the art, examines modern thinking on finance and risk, and assesses the value of experts, economists, chartists, market gurus and analysts. Simple examples are used to explain how the basic tools of finance fit together and how to profit in this often complex and unforgiving landscape.

"If one adds Gerald Ashley's innovative thinking to his track record as a successful trader and his wealth of experience in international banking, this book makes compulsive reading" - David Buik *Planning for the Unpredictable Crashes* may have different names, but human attitudes to risk are far too predictable, says Gerald Ashley, author of *Financial Speculation*. He explains how to build agile models that both the maths guys and the non-maths guys understand. http://www.bnet.com/2422-27082_23-322872.html?tag=content;coll About the Author Gerald Ashley has over thirty years experience in international financial markets, having worked for Baring Brothers in London and Hong Kong, and the Bank for International Settlements in Basel, Switzerland. His primary financial market experience is in foreign exchange, currency options, precious metals and money markets. He is now Managing Director of St Mawgan Co Limited, a London-based strategy and risk consulting firm. He is also a well-known speaker on the benefits and applications of behavioural economics in decision-making and risk taking; and is a regular columnist in the financial press. www.geraldashley.com