

CHAPTER OVERVIEW

12: Behavioral Finance and Market Behavior

This chapter looks at how both personal and market behavior can deviate from the classic risk-return relationships and the consequences for personal financial planning and thinking.

[12.1: Introduction](#)

[12.2: Investor Behavior](#)

[12.3: Market Behavior](#)

[12.4: Extreme Market Behavior](#)

[12.5: Behavioral Finance and Investment Strategies](#)

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