



Fear, Greed & Panic: The Psychology of the Stock Market

By David Cohen

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What really influences the way the stock markets behave?

David Cohen argues that far from being influenced by logical, rational considerations, stock markets are driven by deep-seated emotions such as fear, greed, panic and the herd instinct.

Written in a jargon-free style, this book contains fascinating case histories on companies and individuals and includes an amusing psychological quiz which will help you to understand your own attitude to risk and therefore guide you when making investment decisions.

Essential reading for anyone with an interest in how markets actually work.

- * A fun, topical read
- * Contains a psychological quiz to test attitude towards risk
- * Includes a useful glossary of psychological and investment terms

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Editorial Review

Review

"..thought-provoking.." (Moneywise February 2002)

From the Back Cover

DON'T BUY THIS BOOK if you want handy hints on which shares to buy, because David Cohen is not an investment expert.

DO BUY THIS BOOK if you want to know how brokers behave or if you've ever wondered why investing in the stock market seems to be more of a gamble than a coolly calculated, economic exercise. David Cohen examines the psychology of the real stock market, not the share prices, buildings or machines, but the people who work there and the people who invest their money in it.

Fear, Greed and Panic shows that economic facts are less important than feelings, for both professional investors and lay people. Try the risk questionnaire to see how you fare. Lots of people are shy about admitting that they want to make money. If you can understand the people involved in the money markets you will know a lot more about share prices than any clever software package can reveal.

Comments on the hardback edition:

"David Cohen's book has hit upon a rich seam, which is far more edifying than any beginner's guide to investing . . . his objective eye from one profession looking at another gives the reader a far better insight of the markets than many an expert I have read." - Justin Urquhart Stewart, The Independent

"Cohen attempts to address what makes the markets tick in his thoroughly engaging work . . . fascinating book." - Conn O Midheach, Irish Times

About the Author

DAVID COHEN is a psychologist, writer and film-maker. After gaining his Ph.D. in psychology, he founded and edited for eleven years the magazine Psychology News; his previous books include Psychologists on Psychology, Being a Man, the best-selling How to Succeed in Psychometric Tests, and Alter Egos: Multiple Personalities.

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