

About Dr. Hersh Shefrin

In 1999, Professor Shefrin's book, *Beyond Greed and Fear: Understanding Behavioral Finance and the Psychology of Investing*, was published by Harvard Business School Press. BG&F is the first comprehensive treatment of behavioral finance written specifically for practitioners. In 2002, Oxford University Press, who assumed publication of the book, released an edition with a revised preface to reflect recent events and developments. BG&F was the top recommendation on the J.P. Morgan Private Banking 2003 Summer Reading List. The book is also used around the world as a textbook in courses in behavioral finance.



In 2008, McGraw-Hill published Professor Shefrin's new book *Ending the Management Illusion: How to Drive Business Results Using the Principles of Behavioral Finance*. This book explains the behavioral traps and biases which typically ensnare managers, and describes how companies can develop a culture of debiasing.

In the 1970s and 1980s Professor Shefrin's co-authored papers in behavioral economics with Richard Thaler were the first to propose a psychological and neurological based theory of self-control. In 1984, an article on dividends by Professor Shefrin and Meir Statman was the first treatment of behavioral finance by financial economists. In 1985, they introduced the concept of "the disposition effect" into the behavioral finance literature, and coined the term. The disposition effect is the tendency to sell winning stocks too early and ride losing stocks too long. This phenomenon is the most studied in the literature on individual investor behavior.