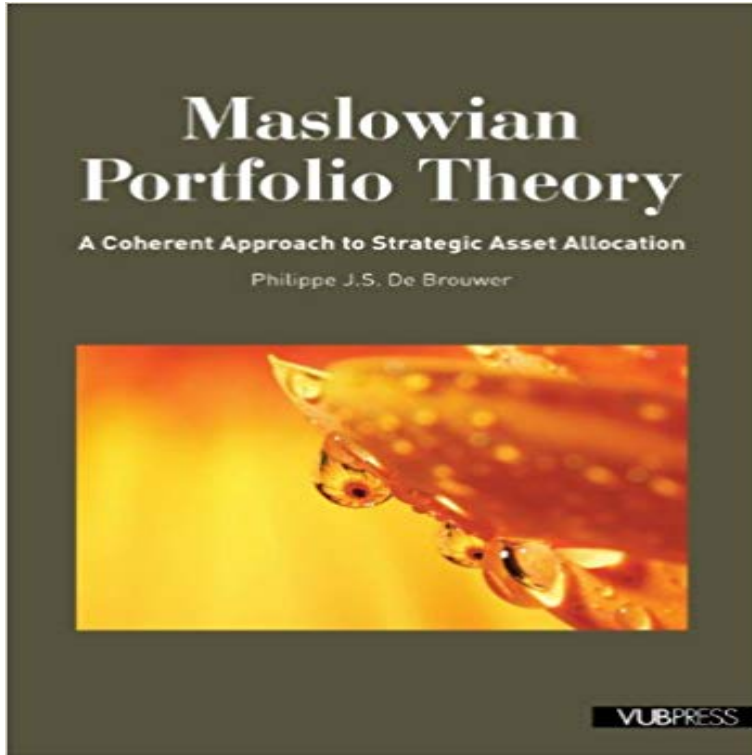


Maslowian Portfolio Theory: A Coherent Approach to Strategic Asset Allocation



Written from the perspective of a financial investor, this account supports Behavioral Portfolio Theory, draws attention to the importance of asset-liability matching, and offers a natural framework for investor-adviser dialogue and mathematical portfolio optimization. In this system, investment goals and not investor psychology drive investment advice; risk depends on the investment objective and may be different in each sub-portfolio. This comprehensive book presents an extensive overview of existing portfolio theories and behavioral finance, and introduces new theories and its practical applications.

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