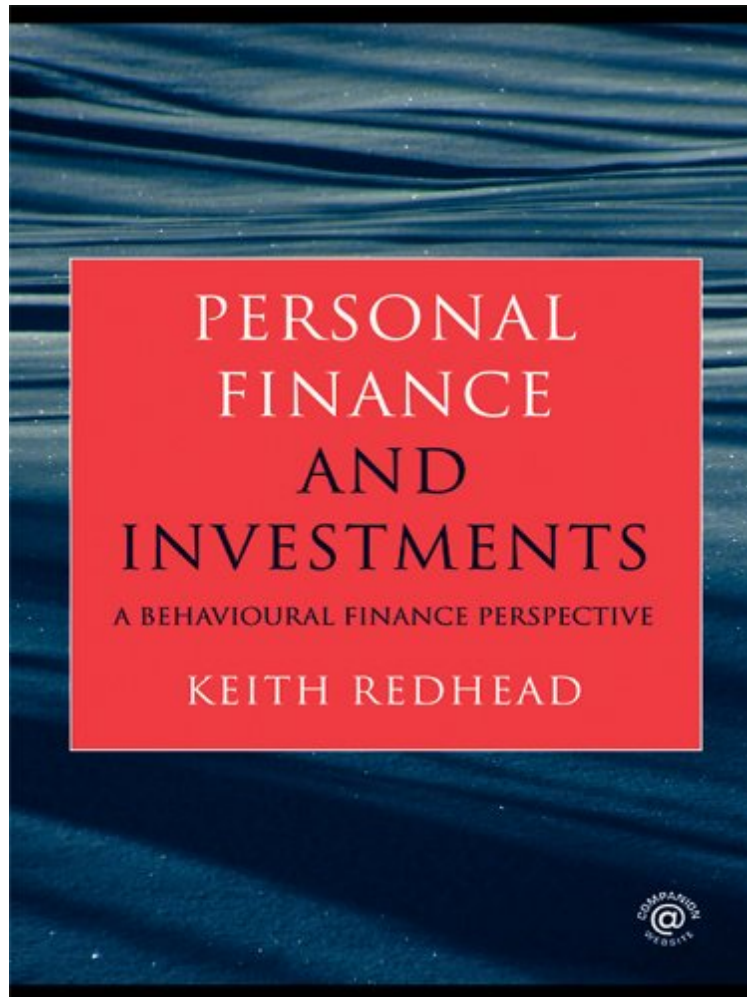


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# Personal Finance and Investments: A Behavioural Finance Perspective

*Keith Redhead*

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**About the Author** Keith Redhead is Principal Lecturer in the Department of Economics, Finance and Accounting at Coventry University Business School. He is also the author of "Introducing Investments: A Personal Finance Approach" and "Financial Derivatives: An Introduction to Futures, Forwards, Options and Swaps".