



This Month

Summer is always about reading a nice book by the pool. ABFG is here to help! We have our suggestion Behavioral Finance reading list.

Most importantly on June 21st, we are very pleased to have our own Richard Peterson presenting a talk on Predicting Market Prices with Sentiment Analysis of Social Media. Richard is one of the true pioneers in finding ways to use behavioral finance to enhance investment returns. If you only attend one behavioral finance presentation this year, Richard's is the one to choose. Sign up at link below.

ABFG Reading list

This is not an exhaustive list, but are books recommended by the ABFG members to give a good overall understanding behavioral finance, both current and classic. All these books are available from Amazon.com

The Little Book of Behavioral Investing: How not to be your own worst enemy by James Montier

Psychology of Investing (4th Edition) by John R. Nofsinger

The Psychology of Judgment and Decision Making by Scott Plous

Inside the Investor's Brain: The Power of Mind Over Money by Richard Peterson

Irrational Exuberance by Robert Shiller

The Winner's Curse by Richard Thaler

The Black Swan by Nassim Taleb

Websites/Links of Interest

You can learn about Richard Peterson's work at his website:

[Richard Peterson](#)

Newsletter

This is a monthly newsletter from the Applied Behavioral Finance Group (ABFG), An Associated Group of the CFA Society of Los Angeles, CA.

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Mission

To identify, evaluate, and disseminate information and activities in the field of behavioral finance. Our objective is to enhance collaboration between research and practitioners in order to produce practical applications of value for investors and professionals who serve them.

Website

<http://www.abfgla.com/>

Upcoming Events

Predicting Market Prices with Sentiment Analysis of Social Media (*Teleconferenced to the Santa Barbara Club)

Tuesday, June 21st, 2011 Lunch

12:00 pm - 1:30 pm

Featured Speaker:

Richard L. Peterson, MD

MarketPsych Data

Chair: Dan Pomerantz, CFA

An Applied Behavioral Finance Group Event

Location: Omni Los Angeles

251 South Olive Street
Los Angeles, CA 90071

For directions call hotel: (213) 617-3300

Event parking at the Omni \$12.00

Dress Code: Business Casual

Registration Link

[Register Here](#)

Correction

Last month's article by Cynthia Harrington is copyright by
Horsemouth, not by the author.

Editor's Invitation

Please write with any ideas, articles, rants, raves about our newsletter
etc. to: editor@abfgla.com

We also invite you to view our website, www.ABFGLA.com , and share
your thoughts and ideas.