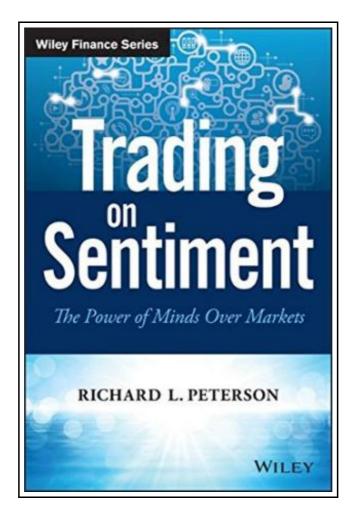
# Trading on Sentiment: The Power of Minds Over Markets (Hardback)



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# Reviews

This book may be worth purchasing. I am quite late in start reading this one, but better then never. Once you begin to read the book, it is extremely difficult to leave it before concluding. (Esta Price)

# TRADING ON SENTIMENT: THE POWER OF MINDS OVER MARKETS (HARDBACK)



John Wiley Sons Inc, United States, 2016. Hardback. Book Condition: New. 234 x 162 mm. Language: English . Brand New Book. In his debut book on trading psychology, Inside the Investor's Brain, Rich-ard Peterson demonstrated how managing emotions helps top investors outperform. Now, in Trading on Sentiment, he takes you inside the science of crowd psychol-ogy and demonstrates that not only do price patterns exist, but the most predictable ones are rooted in our shared human nature. Peterson s team developed text analysis engines to mine data - topics, beliefs, and emotions - from social media. Based on that data, they put together a market-neutral social media-based hedge fund that beat the SP 500 by more than twenty-four percent through the 2008 financial crisis. In this groundbreaking guide, he shows you how they did it and why it worked. Applying algorithms to so-cial media data opened up an unprecedented world of insight into the elusive patterns of investor sentiment driving repeating market moves. Inside, you gain a privi-leged look at the media content that moves investors, along with time-tested techniques to make the smart moves even when it doesn t feel right. This book digs underneath technicals and fundamentals to explain the primary mover of market prices - the global information flow and how investors react to it. It provides the expert guidance you need to develop a competitive edge, manage risk, and overcome our sometimes-flawed human nature. Learn how traders are using sentiment analysis and statistical tools to extract value from media data in order to: \* Foresee important price moves using an understanding of how investors process news. \* Make more profitable investment decisions by identifying when prices are trending, when trends are turning, and when sharp market moves are likely to reverse. \* Use media sentiment...

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