Behavioral finance is a rapidly expanding field, with major implications for the way in which the investment process is conducted. Behavioral Finance links the concepts of behavioral finance to measurable variables and smarter investment decision-making. Comprehensive coverage relating theory to practical investment analysis provides a usable, practical guide for real-world situations. This paper is structured as a comprehensive literature review of behavioral finance, and includes both the seminal works as well as more recent papers. The various subtopics of behavioral finance will also be analyzed, which include loss aversion, corporate finance, and momentum/contrarian investing. This review will begin with a review of the history of the field so as to give the reader a more complete context for the events that are unfolding in the news. Another significant portion of the literature review will comprise of seminal works in the field, several of which have been cited by articles numbering in the thousands. The best behavioral economics books, as discussed by the brilliant Professor of psychology and behavioral economics, Dan Ariely. Dan Ariely is an Israeli American professor of psychology and behavioral economics at Duke University. He is the author of two New York Times bestselling books, Predictably Irrational and The Upside of Irrationality, and a popular blog. Books by Dan Ariely. This best behavioral finance book will illustrate three separate things to you in a weaving form â€“ the psychology of investors, how their psychology affects their decision making, and at the same time, how the market gets affected. Book Review. Review: This behavioral finance book is a great resource for anyone who likes to invest or helps in investing. Review: As mentioned, this book is really a handbook of behavioral finance. If you are wondering what this book must be highly technical, you are wrong. This book is not technical; rather, you can say this book presents simple econometric modeling and also discusses experimental, survey, or revealed preference data. Moreover, this book also talks about recent developments in the industry in regards to behavioral finance.