



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

By Richard L. Peterson

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*, Richard Peterson demonstrated how managing emotions helps top investors outperform. Now, in *Trading on Sentiment*, he takes you inside the science of crowd psychology 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 social media data opened up an unprecedented world of insight into the elusive patterns of investor sentiment driving repeating market moves. Inside, you gain a privileged 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...



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