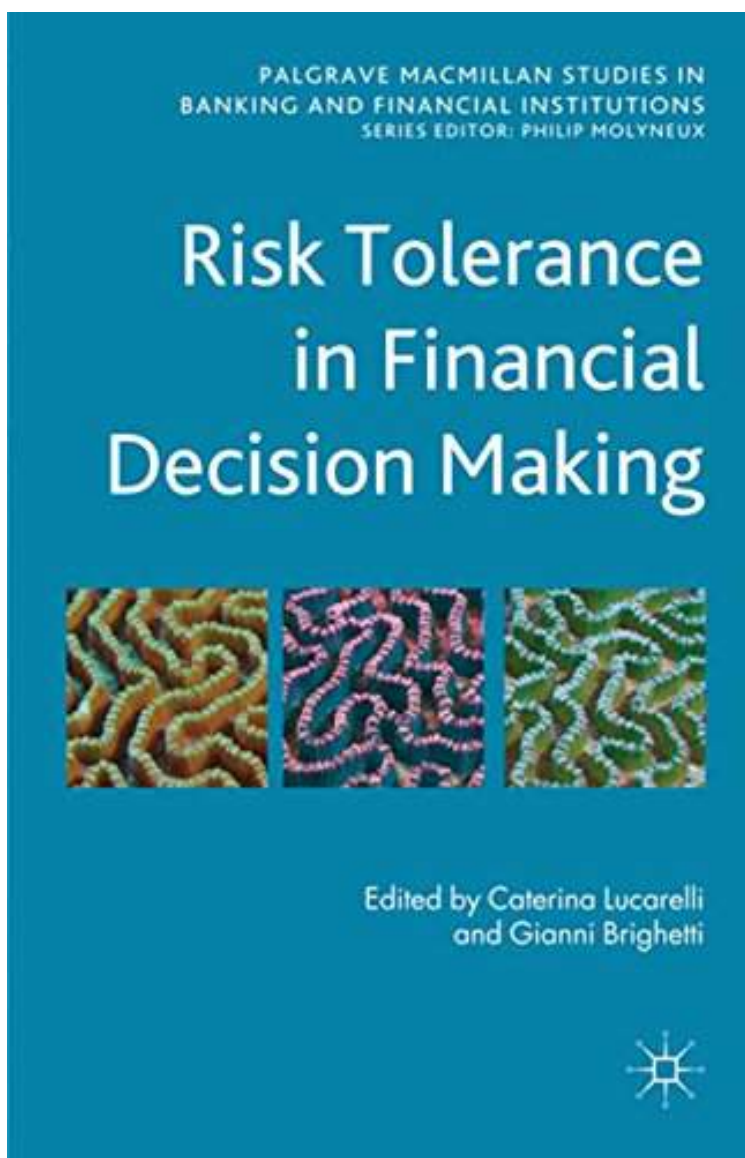


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This book sheds light on the emotional side of risk taking behaviour using an innovative cross disciplinary approach mixing financial competences with psychology and affective neuroscience In doing so it shows the implications for market participants and regulators in terms of transparency and communication between intermediaries and customers About the Author LUISA ANDERLONI Full Professor of Corporate Finance at the Faculty of Political Sciences University of Milan Italy ROSITA BORLIMI psychotherapist at the Department of Psychology University of Bologna Italy NICOLETTA MARINELLI iResearch Fell

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