

<<电子贸易心理学>>

图书基本信息

书名：<<电子贸易心理学>>

13位ISBN编号：9780470821176

10位ISBN编号：0470821175

出版时间：2004-05-20

出版时间：John Wiley & Sons

作者：Brendon C. W. Seeto

页数：217

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

内容概要

In the last few years, traders have experienced fundamental changes in the markets as many global exchanges, financial institutions and brokers have migrated to electronic platforms. Investors need to be better informed and educated when trading on these platforms. The Psychology of Electronic Trading: The Power to Trade is a comprehensive study that provides a wealth of information on electronic markets and will help investors to make the most of the new technology. Among the topics this practical application book will cover are: A detailed analysis of electronic straight-through-processing (STP) for stock, cash and derivative markets; The paradigm shift from traditional to electronic trading with reference to decision-making, cash management, and management of emotions Electronic trading system architecture, order management, risk management components and direct order routing Major trading methodologies used in forming a systematic decisional basis for a trade

Main difficulties traders have experienced when applying traditional trading methodology to the electronic environment, and explain these against major theories in psychology. This important book will help you to understand the key processes used when trading through an electronic interface and how technology is changing the way we do business. It is a valuable and specialized reference book for every savvy investor. 作者简介

: Specializing in global financial markets trading, Brendon Seeto is an experienced institutional and private-client advisory dealer in global derivatives, securities and margin foreign exchange. He has operated for several major investment banks and brokerage companies, trading on behalf of treasury dealers and managed-fund portfolio managers with a comprehensive insight to the Australasian, European and US financial and commodity markets. A Commerce and Psychology graduate, in recent years Brendon has been involved in the electronic trading industry and is currently with Sungard Front Capital Systems, a leading provider of integrated, straight-through processing solutions for sales, trading, risk management and administration of equities, derivatives, interest rates, credit, money markets, fixed income and foreign exchange.

<<电子贸易心理学>>

书籍目录

Acknowledgments
Foreword
CHAPTER 1 Electronic Trading Psychology
CHAPTER 2 Psychology @ the Market
CHAPTER 3 Trading Mindset
CHAPTER 4 The Trading Environment
CHAPTER 5 The Electronic Trading System
CHAPTER 6 Making the Trade Decision
CHAPTER 7 Step into the Market
CHAPTER 8 The Future
References
Index

<<电子贸易心理学>>

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>