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# Working with the Emotional Investor: Financial Psychology for Wealth Managers

*Chris White, Richard Koonce*

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**Working with the Emotional Investor: Financial Psychology for Wealth Managers** Chris White, Richard Koonce

An invaluable resource for wealth managers advising individuals, couples, and families, this book explains why human emotions drive all investor behavior and makes a powerful case for why advisors need to be aware of such emotions in advising clients?especially in high-stakes situations.

• Outlines a powerful and insightful client management approach that wealth advisors and financial consultants can use to build stronger, more enduring relationships with all types of clients

• Highlights effective strategies that advisors can use to advise their clients, especially in high-stakes situations of market volatility or economic uncertainty

• Enables financial advisors to understand the subtle emotional factors and hidden human psychology that drive all investing and wealth management discussions and decision making

• Provides insights distilled from more than 20 years of experience in wealth management

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