MarketPsych LLC
New York ~ Los Angeles
info@marketpsych.com
www.marketpsych.com

MarketPsych Provides Unique and Engaging Behavioral Finance Presentations

Dr. Richard Peterson and Dr. Frank Murtha are pleased to offer the following presentations of unique interest to audiences in the financial industry.

Introduction

Behavioral finance has grown in popularity as a speaking topic for investment practitioners. And yet audience members have an all-too-common reaction; "That's very interesting," they say. "But what am I supposed to *do* with it?"

We feel their pain. It's the reason we exist - literally.

Drs. Richard Peterson and Frank Murtha formed MarketPsych in 2001 *during a behavioral finance conference* where they bonded over a common insight - the core material is fascinating, but there had to be a way to make it more practical - and entertaining - for financial professionals.

Over the last nine years we've dedicated ourselves to that end. We've delivered hundreds of presentations to investors, analysts, and advisors and published two books (our second book *MarketPsych: How to Manage Fear and Build Your Investor Identity* was published September 2010 and was named a "Top Financial Book of 2010" by *Kiplinger's*).

And while we take our work seriously we don't take *ourselves* too seriously. Whether it's a keynote address or a full-day workshop, MarketPsych delivers presentations that are not only educational and practical, but also interactive and fun.

Speaking Topics

Behavioral Finance in Investing

1. **Inside the Investor's Brain:** Neurofinance and the future of investment decision-making.
2. **Applying Behavioral Finance:** What you need to know to improve your and your clients' investment results.
3. **MarketPsych's Top Five Mental Traps**: Learning to identify and reduce the impact of the five most damaging investment biases on your (and your clients') investing.
4. **The 45 Minute PhD:** The essentials of being a market psychologist.
5. **Your Investing Personality:** What it means for you, your clients, and your bottom-line.
6. **Fear Factors!** Managing your investing emotions while taking advantage of the market's.
7. **What Poker Can Teach Us About Investing.**

Growing a Financial Advisory Business

1. NEW FOR 2011! **Building Trust:** Creating Enduring Client Relationships.
2. NEW FOR 2011! **Client Motivation:** Motivating clients to make better decisions.
3. **Strategic Emotional Communication:** Becoming an emotionally intelligent advisor.

We also speak frequently to sales teams and marketing departments on the **science** of sales and negotiation.

Please see a 10 minute sample interview with Dr. Peterson discussion strategic emotional communication at the CFA Institute here: http://www.youtube.com/watch?v=IEdU3uupKNA

Clients in 2010 and 2011 include:

CFA Institute (National conferences in the USA and Canada), RBC Wealth Management, John Hancock, Raymond James, TradeTech, Bank Muscat, Investment Management Consultants Association (IMCA), *and many more...*

Speakers

FRANK MURTHA, PHD

Dr. Murtha has been working with financial advisors and sales professionals for more than a decade. He began his career at the New York-based consulting firm of RHR International Company, where he assessed and developed senior executives and pioneered a specialty in the emerging field of behavioral finance. He holds a doctorate in Counseling Psychology from The University at Buffalo and has taught at UB, Penn State and New York University. A recognized gambling expert, his groundbreaking dissertation was the first to explore the effect of cognitive errors in gambling behavior. He is known for his ability to take weighty academic concepts and communicate them in a down-to-earth, practical, and humorous way. An investing psychology content expert, Dr. Murtha has been interviewed by numerous news and print media and has been featured multiple times on National Public Radio, CNBC and World Business Review with Alexander Haig. He works as a consultant, speaker, and writer based out of New York City and his book award-winning book, *MarketPsych* (co-authored with Dr. Peterson) was published in September 2010 and was named a "Top Financial Book of 2010" by *Kiplinger's*. He lives in New York City with his wife and son.

MarketPsych LLC
New York ~ Los Angeles
info@marketpsych.com
www.marketpsych.com

RICHARD PETERSON, MD. Dr. Peterson has spent his career improving the results (and lives) of portfolio managers, advisors, and analysts. At MarketPsych LLC he trains financial professionals to improve their asset gathering, client relationships, and returns using modern psychological techniques. Dr. Peterson has practiced what he preaches. He is an investment advisor and was managing director of the psychology-based asset management firm MarketPsy Capital LLC from 2008-2010 where he was portfolio manager of their top-performing market-neutral fund. In the educational field he developed popular financial personality tests, published widely in academic journals and textbooks, and is an associate editor of the *Journal of Behavioral Finance*. His book Inside the Investor's Brain (Wiley, 2007) was called "outstanding" and "a seminal text" on investment psychology by *Barrons*. Dr. Peterson has appeared in CBS Evening News, CNBC, NPR, BBC, Wall Street Journal, Financial Times, and Harvard Business Review. Dr. Peterson received cum laude Electrical Engineering (B.S.), Arts (B.A.), and Doctor of Medicine degrees (M.D.) from the University of Texas. He performed postdoctoral neuroeconomics research at Stanford University, is Board-certified in Psychiatry, and is a visiting scholar at Claremont Graduate University. He lives in Los Angeles with his wife and daughters.

We have delivered trainings to the world's largest wealth managers over the past 5 years, with excellent feedback. We're looking forward to continuing our tradition of excellence with you.

With best wishes,

R Peterson MD
____
Richard L. Peterson MD