

<<电子贸易心理学>>

图书基本信息

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## 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.

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