AthenaInvest Congratulates Richard Thaler, Winner of the 2017 Nobel Prize in Economics

Scientific community recognizes importance of behaviors in investment decisions

DENVER (PRWEB) November 02, 2017 -- AthenaInvest, (AthenaInvest.com) the leader in Behavioral Portfolio Management offers its congratulations to Richard Thaler for the well-deserved Nobel recognition of his 40 years of pioneering Behavioral Economics research. AthenaInvest, Inc. recognizes the award as the latest signpost marking the movement away from the 300-year-old concept of rational decision makers, which Thaler dubs Econs, to the much more realistic concept of emotionally driven individuals, or simply Humans. He correctly points out the world is full of Humans but few Econs!

“We are thrilled the scientific community has once again recognized the critical importance of viewing decision making through the lens of behavior,” comments C. Thomas Howard, PhD, CEO and Director of Research at AthenaInvest. “It confirms the importance of seeing markets as they are, not as we prefer: populated by humans beset with emotional wrappings rather than as Econs that always make well thought-out, rational decisions.”

Thaler’s brilliance is in the application of his own behavioral research, along with that of Daniel Kahneman (2002 Nobel Winner), the late Amos Tversky, Robert Shiller (2013 Nobel winner) and many others, to real world problems that Humans face. His efforts have forever changed the way Economic and Financial issues are framed and analyzed.

AthenaInvest, led by Dr. Howard, has pushed the boundaries of Behavioral Portfolio Management for over a decade. Combining proprietary behavioral research with the research of others, they address the many challenges facing investors. “We incorporate behavioral considerations into every aspect of the investment landscape from the advisor-client relationship to portfolio construction,” adds Dr. Howard. “Our thought leadership is aimed at helping investors avoid costly mistakes through better planning and behavioral coaching.”

AthenaInvest’s investment process uses specific behavioral factors to identify opportunities and select what they believe are the best stocks, funds, and markets. This type of behavioral approach delivers value to investors by helping them build long-term wealth, much in the spirit of Thaler who “Nudges” people around the world to end up making better decisions.

AthenaInvest applauds the work done by Richard Thaler and again offers congratulations for garnering this prestigious award and, as a result, moving the world a bit closer to better outcomes for everyone. Thaler’s recognition is further validation of the industry’s growing belief in the power of Behavioral Finance.

About AthenaInvest Advisors LLC
AthenaInvest Advisors, LLC is the industry leader in Behavioral Portfolio Management with a patented research process built on a deep academic foundation developed over 35 years of interaction with leading academics and institutional managers by C. Thomas Howard, PhD, CEO and Director of Research. AthenaInvest, Inc. analyzes persistent and predictive behavioral factors to build innovative investment strategies including concentrated equity, high-dividend equity and global tactical equity. AthenaInvest Advisors, LLC is a subsidiary of AthenaInvest, Inc., and a sub-advisor to ICON Advisers, Inc. and Princeton Fund Advisors, LLC. Headquartered in Greenwood Village, Colorado, AthenaInvest Advisors, LLC is a SEC
Registered Investment Advisor.

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