



Sous l'emprise des esprits animaux

Essai sur l'anticipation d'investissement des entrepreneurs

Publication type: Book

Author: Lainé (Michaël)

Abstract: This work is a multidisciplinary exploration of entrepreneurs' investment expectations. It studies the role of emotions, analogical reasoning, and cognitive biases—and explains this cycle in terms of confidence and a typology of entrepreneurial diversity.

Number of pages: 493

Parution: 09-19-2018

Collection: [Library of Economics](#), n° 17

CLIL theme: 3340 -- SCIENCES ÉCONOMIQUES -- Histoire économique

EAN: 9782406078067

ISBN: 978-2-406-07806-7

ISSN: 2108-9868

DOI: [10.15122/isbn.978-2-406-07808-1](https://doi.org/10.15122/isbn.978-2-406-07808-1)

Publisher: Classiques Garnier

Online publication: 09-13-2018

Language: French

Keyword: Spéculation, rationalité, émotions, John Maynard Keynes, entrepreneur, confiance, prise de décision

[Display online](#)