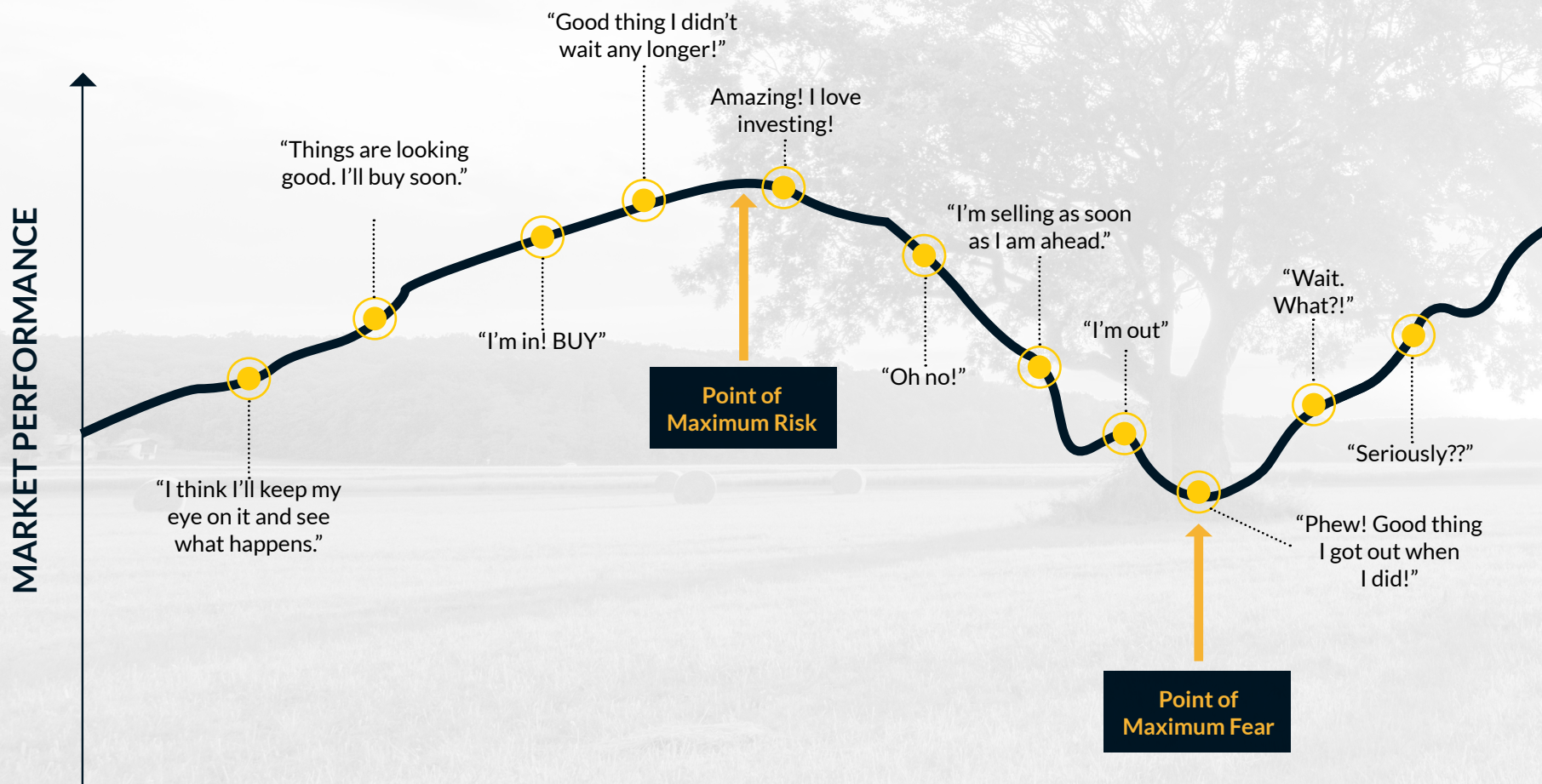


Emotions of Investing

While the ups and downs of equity markets are largely unpredictable, their effects on investor behaviour can be predictable. Many of us experience a rollercoaster of emotions when investing, which can translate into poor buy and sell decisions.



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