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By Marcia Cornett, Troy Adair, John Nofsinger

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Editorial Review

About the Author

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Troy Alton Adair Jr. Associate Vice President for Institutional Effectiveness at Berkeley College. He received his BS degree in computers/information science from the University of Alabama at Birmingham, his MBA from the University of North Dakota, and his PhD in finance from Indiana University. Dr. Adair has written articles on bank regulator self-interest, analyst earnings per share forecasting, and capital budgeting in continuous time and is the author of *Corporate Finance Demystified*, *Excel Applications in Corporate Finance*, and *Excel Applications in Investments* (all McGraw-Hill/Irwin). He has also served as a consultant on financial data information systems and business intelligence to a number of international banks and insurance companies, and as the faculty representative to the board of trustees investments committee at Alma College. Dr. Adair has also taught at the University of Michigan, Alma College, Hofstra University, Indiana University, and the University of North Carolina at Chapel Hill. He is a member of the Financial Management Association, the American Finance Association, and the Southern Finance Association.

John Nofsinger Professor of Finance at Washington State University. He earned his BS degree in electrical engineering from Washington State University, his MBA degree from Chapman University, and his PhD degree in finance from Washington State University. Dr. Nofsinger has written dozens of articles in the areas of investments, corporate finance, and behavioral finance. These papers have appeared in the scholarly journals, the *Journal of Finance*, *Journal of Business*, *Journal of Financial and Quantitative Analysis*, *Financial Management*, *Journal of Corporate Finance*, *Journal of Banking and Finance*, *Journal of Behavioral Decision Making*, among others. Dr. Nofsinger has also authored (or coauthored) six trade books and textbooks that have been translated into six different languages. The most prominent of these books are the industry book, *The Psychology of Investing*, and a textbook, *Investments: Analysis and Behavior* (McGraw-Hill/Irwin, coauthored with Mark Hirschey, the Anderson W. Chandler Professor of Business at the University of Kansas). Dr. Nofsinger is a leading expert in behavioral finance and is a frequent speaker on this topic at industry conferences, universities, and academic conferences. He has often been quoted or appeared in the financial media, including *The Wall Street Journal*, *Financial Times*, *Fortune*, *Bloomberg BusinessWeek*, *Smart Money*, *Washington Post*, and *CNBC*, and other media from *The Dolans* to *The*

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