EDITOR'S NOTE

Over the past couple of decades, behavioral finance has become an increasingly important issue for advisors. Research from Daniel Kahneman, Richard Thaler, and Meir Statman has shown us that investors often suffer from behavioral biases that cause them to make irrational decisions. In past issues of the *Investments & Wealth Monitor*, we’ve covered behavioral finance from an academic perspective, leveraging the tremendous research on this topic. In this issue, we focus on the practical implications of behavioral finance. How can we effectively employ the lessons learned to help investors achieve better outcomes?


In light of some of the challenges presented above, Lynn James and Joselyn Hall ask, “Do You Need a Coach?” Michael Liersch presents his thoughts regarding “The Bucket List: How to Organize Your Money with Intent.” We close out the issue with two terrific book reviews: *The Behavioral Investor* reviewed by Judy Benson and *Popularity: A Bridge between Classical and Behavioral Finance* reviewed by Devin Ekberg.

We’ve begun work on 2020 issues of *I&W*.

As always, we welcome your input regarding authors and topics.

Anthony B. Davidow, CIMA® Chair, *Investments & Wealth Monitor* Editorial Advisory Board

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INVESTMENTS & WEALTH MONITOR editorial calendar

NOVEMBER/DECEMBER 2019 (EDITORIAL FOCUS)

GOVERNANCE/REGULATORY/ETHICS/FIDUCIARY

JANUARY/FEBRUARY 2020 (EDITORIAL FOCUS)

PRODUCT INNOVATION AND EVOLUTION

MARCH/APRIL 2020 (EDITORIAL FOCUS)

INSTITUTIONALCONSULTING