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Selling losers and keeping winners: How (savings) goal dynamics predict a reversal of the disposition effect

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prime it by making an overall portfolio loss salient, and (3) prime it by explicitly mentioning a goal with a clear-end state.

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Department of Finance, School of Business and Economics, Maastricht University, P.O. Box 616, 6200, MD, Maastricht, The Netherlands Arvid O. I. Hoffmann

Network for Studies on Pensions, Aging and Retirement (Netspar), P.O. Box 90153, 5000, LE, Tilburg, The Netherlands

Arvid O. I. Hoffmann

Corresponding author

Correspondence to <u>Arvid O. I. Hoffmann</u>.

Additional information

Both authors have contributed equally and are listed in alphabetical order.

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