

Expert in Finance and Investment - Researcher, Author, Policy Advisor

Prof. Dr. Andreas Hackethal

Andreas Hackethal is one of Germany's leading experts on personal finance, financial well-being, and the future of financial advice. Anyone seeking to understand how people think and act when it comes to money—and how they can make better financial decisions—cannot afford to overlook Andreas Hackethal. As a professor at Goethe University Frankfurt, director of the Center for Financial Studies, author, and founder of the financial planning app Seasn, he combines academic excellence with tangible benefits for individuals, companies, and financial institutions. His lectures demonstrate why financial decisions are rarely purely rational—and how people can nevertheless make better financial decisions. Hackethal...

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