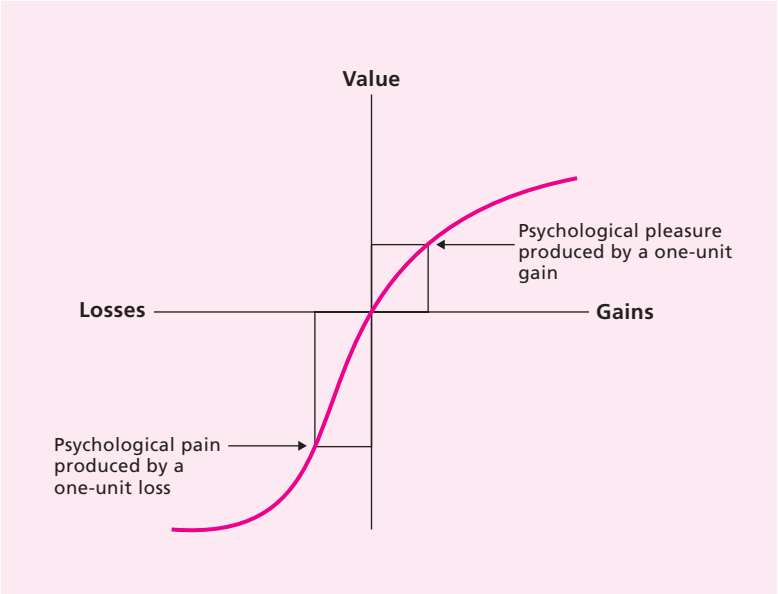
FIGURE 4.5

Hypothetical value function as described by Kahneman and Tversky's prospect theory.

Source: Kahneman & Tversky (1979).