

A Good Title is Attractive

But How to Make a Good Title?

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The Fama-French five-factor model (Fama and French, 2015).

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The Fama-French five-factor model (Fama and French, 2015).

Thank you!

Reference

Fama, E. F. and French, K. R. (2015). A five-factor asset pricing model. *Journal of Financial Economics*, 116(1):1–22.