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Abstract: The present work illustrates the power of economic sentiment on Austrian market as a guide for timing it, and how an investor could win the basic buy and hold strategy by taking advantage of sentiment as a strategy for the period from 2009 to 2019. Also the economic sentiment influences the return and valuation of assets, the volatility and the bond yield spread, as it combines economic judgments, expectations, and attitudes of all economic agents.

Key words: investments, Austrian market, economic sentiment, financial institutions, volatility.