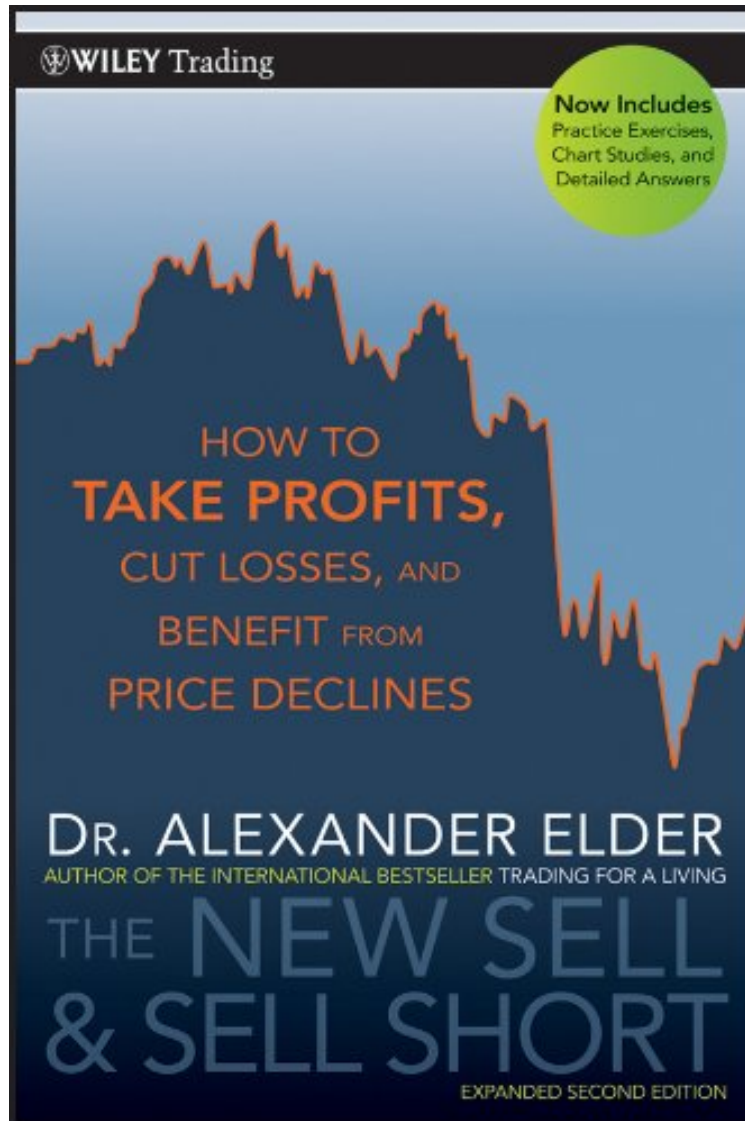


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The New Sell and Sell Short: How To Take Profits, Cut Losses, and Benefit From Price Declines (Wiley Trading)

Alexander Elder

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A detailed look at one of the most underestimated aspects of trading-selling In The New Sell and Sell Short, Second Edition, Dr. Alexander Elder explains how to exit a stock at the right time and how to initiate a short position to profit from a stock that is showing weakness. Often overlooked, selling properly enables a trader to cut losses and maximize profits. Moreover, short selling in a weak market can generate big profits and should be a part of every trader's arsenal of tools. The new edition contains numerous examples of short selling stocks from the 2008-2009 bear market, demonstrating very clearly why traders do themselves a disservice by only focusing on the long side. In addition, the new edition contains an extensive study guide to help readers master the material prior to trading. Elder shares real-world examples that show how to manage your positions by adjusting your exit points as a trade unfolds. Contains new examples and insights from the 2008-2009 market meltdown Includes an extensive study guide with 115 questions and answers and 17 chart studies Discusses the selling process from a variety of angles: technical, fundamental, and psychological Explains how to maximize winnings in a profitable trade and how to minimize losses when a trade doesn't go as planned Offers detailed guidance for traders of stocks, financial futures, commodities, and currencies Explains how to set profit targets and stop-loss orders prior to entering any trade Other bestselling titles by Elder: Trading for a Living, Come Into My Trading Room, and Entries and Exits Understanding where and when to sell is essential to successful trading. The New Sell and Sell Short, Second Edition is the definitive reference to this overlooked, but vitally important, aspect of trading.

From the Back CoverTHE NEW SELL SELL SHORT EXPANDED SECOND EDITION Any beginner in the stock market knows how to buy. Knowing when to sell will set you above the crowd. This book will teach you when to sell and how to sell short. Stocks go down much faster than they rise, and knowing how to short doubles your opportunities. Amateurs don't know how to short and are afraid of it, but professionals love to profit from declines. This new and expanded edition includes an intensive study of the 2007-2009 bear market, with many specific trading examples, distilling the essential lessons of recent years. "Elder clearly shows how to take profits on winning trades or cut losing trades. He skillfully combines technical analysis with trading psychology and risk management. Elder lets you in on a favorite game of market professionals - shorting overvalued stocks. His trading lessons from the recent crash are valuable and practical." - John J. Murphy, author of Technical Analysis of the Financial Markets "The New Sell Sell Short delivers practical techniques for selling and shorting. In his relaxed style, colored with humor, Alex details strategies for limiting risk and protecting profits. My favorite is what he calls 'engine noise,' illustrated in a great study of Ford. His chapters on shorting tops and downtrends make difficult tasks accessible to all. This is an indispensable book for investors and speculators alike." - David Weis, trader and author of Trades about to Happen "Dr. Alexander Elder is one of the world's most respected teachers of trading mastery. I've read hundreds of books on trading and consider his writings to be among the most valuable and useful. Traders who do not know when to sell or how to profit from price declines keep missing major opportunities and expose themselves to unnecessary risks. The New Sell Sell Short should be required reading for any serious trader or investor." - Ed Dobson, founder of Traders Press Inc. and a private, full-time trader About the Author DR. Alexander Elder is a professional trader, a teacher of traders, and a psychiatrist. He is the founder of elder.com and SpikeTrade.com; both of which provide educational services to traders worldwide. Dr. Elder is the author of three bestselling books, Trading for a Living (translated into more than a dozen languages), Come Into My Trading Room (2002 Barron's Book of the Year), and Entries and Exits (2007 SFO Magazine Book of the Year).