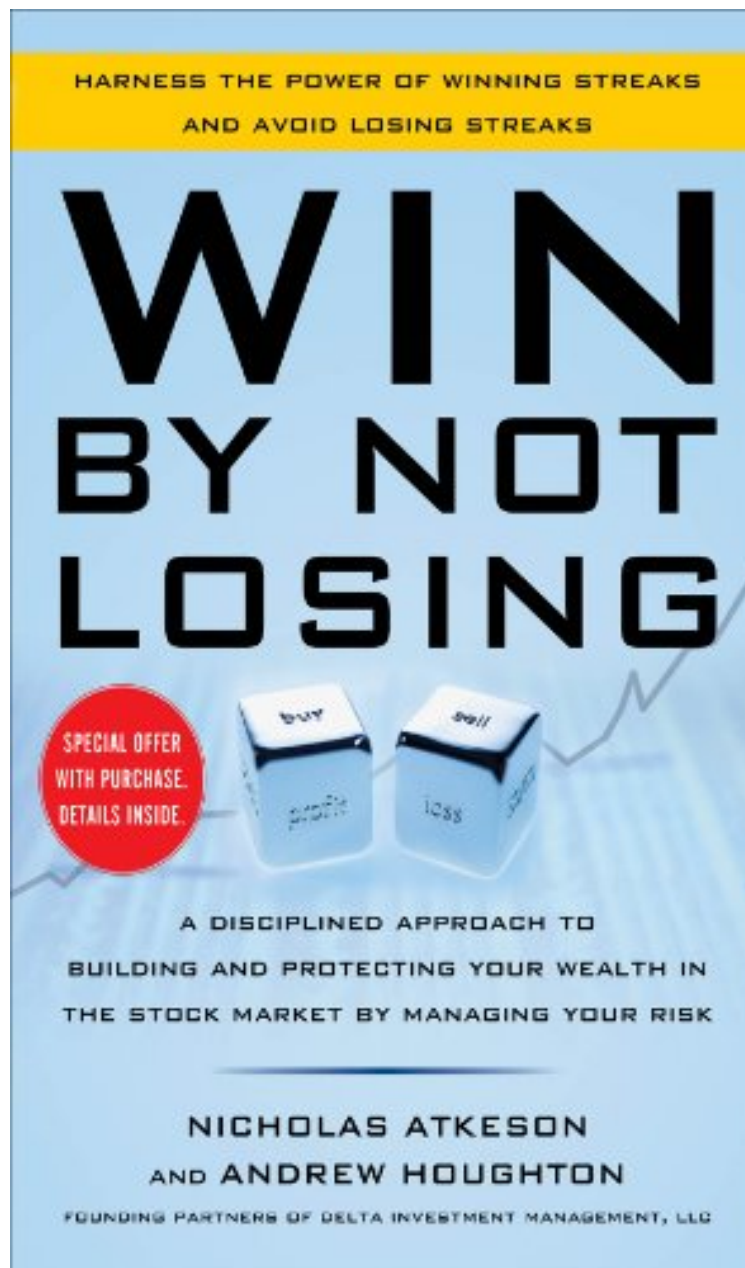


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# Win By Not Losing: A Disciplined Approach to Building and Protecting Your Wealth in the Stock Market by Managing Your Risk

*Nick Atkeson, Andrew Houghton*

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**Nick Atkeson, Andrew Houghton : Win By Not Losing: A Disciplined Approach to Building and Protecting Your Wealth in the Stock Market by Managing Your Risk** before purchasing it in order to gauge whether or not it would be worth my time, and all praised *Win By Not Losing: A Disciplined Approach to Building and Protecting Your Wealth in the Stock Market by Managing Your Risk*:

1 of 1 people found the following review helpful. Workable but needs more proof for the readerBy RichThe actionable meat is chapter 17, start there first. His method may underperform in a bull market, but will save you at the start of a major downturn. I think the book very much needs more discussion of back testing with regards to how various assets will perform when used with his method. I suggest using his 75 day SMA method to determine sell/buy signals with a low volatility ETF such as USMV; it will reduce the number of market whipsaws. Well worth a read.7 of 8 people found the following review helpful. Worth Reading !By Gina HillWin by Not Losing is well worth the read especially for those outside the financial industry and Wall Street trading know-how. The authors cogently present an argument against the buy-and-hold strategy which dominates 401k investing dogma and advice. The notion that one's saving timeline (generally a 20-year cycle) may fall within a down market, placing your retirement capital in a buy-and-hold strategy may result in substantive losses was eye-opening. Their premise that the first rule of investing should be prevention of losses consequently means there are times to be fully out of the market. The book was highly readable, instructive on a variety of related topics and helpfully provides advice on when to buy, what to buy and when to exit the market.0 of 0 people found the following review helpful. The secret is on the coverBy CustomerTitle says it all. Good book with good ideas.

**A DISCIPLINED STRATEGY FOR AVOIDING MAJOR DOWN MARKETS AND PARTICIPATING IN BULLISH MARKETS** Your financial advisor's strategy to buy-and-hold a diversified equity portfolio sounded good. Diversification promised to protect your wealth. Now, however, more than a decade of hard data shows it didn't work. And, more than likely after a decade of multiple financial shocks and crashes, your account balance is not what you hoped it would be when you started saving years ago. Much of your investment life has been spent just trying to make back what was lost. *Win By Not Losing* reveals how you can make smarter, more profitable investments by first protecting your capital from major bear equity markets. It also shows you how to identify major bullish equity market trends and guides you on how best to participate. By avoiding the major downs and catching the ups, your portfolio compounds gains and allows you to achieve your financial goals. Chasing returns leads to the poorhouse. With this book's disciplined system for knowing when to buy, what to buy, and when to sell, you can build and protect your portfolio through active management techniques. It walks you step-by-step through growing your portfolio in bull and bear market cycles. You will master a concrete investing method that lets you trade with emotionless confidence and precision. Packed with links to online resources and personal tips from successful, high-profile traders, *Win By Not Losing* gives you everything you need to: Identify the market metrics that are important to building wealth Detect and measure the market signals foreshadowing major moves Build a portfolio with strong downside protection, full transparency, immediate liquidity, low fees, and incredible risk-adjusted returns Your portfolio returns will continue to be disappointing unless you act. It's time to make up for lost profits by taking an active, professional, and nonemotional portfolio management approach to avoid major losses and capture gains. *Win By Not Losing* provides everything you need to build wealth in today's stock market. Stop watching your money rise and fall without significant net gain with a "buy-and-hold" strategy and optimize your positions as market sentiment changes. In a nonappreciating market, investors must actively manage equities to acquire gains. *Win By Not Losing* presents an active approach that uses rigorous risk-management techniques to preserve your wealth and generate high returns in all equity market environments. Prominent authors and lecturers Nick Atkeson and Andrew Houghton have culled the best of their work to help you revitalize your trading habits, protect your capital, and beat the market. Through real-world stories demonstrating financial theory in action and how-to instructions for executing their strategic investment approach, these expert authors enable you to: Achieve sizable returns through an investment strategy equally focused on when to invest and when to sell Avoid major down markets and fully benefit from major up markets Access unique financial information to help you stay current, think ahead, and build and protect your wealth Whether you're an independent investor or a professional financial advisor, this refreshing look at investing will change the way you see the markets. Forget what you know about modern portfolio theory and trade to make money in today's markets with *Win By Not Losing*. "Anyone with some experience in the stock market, especially the person who wants to move beyond a buy and hold strategy, can find useful tidbits in this book."rdquo; ReadingTheMarkets.com

About the AuthorNICK ATKESON and ANDREW HOUGHTON are founding partners of Delta Investment Management, a registered investment advisory firm based in San Francisco. Delta Investment Management is a provider of premier tactical investment strategies to individuals and institutions. Atkeson and Houghton are also

editors and advisors for several financial newsletter publications.