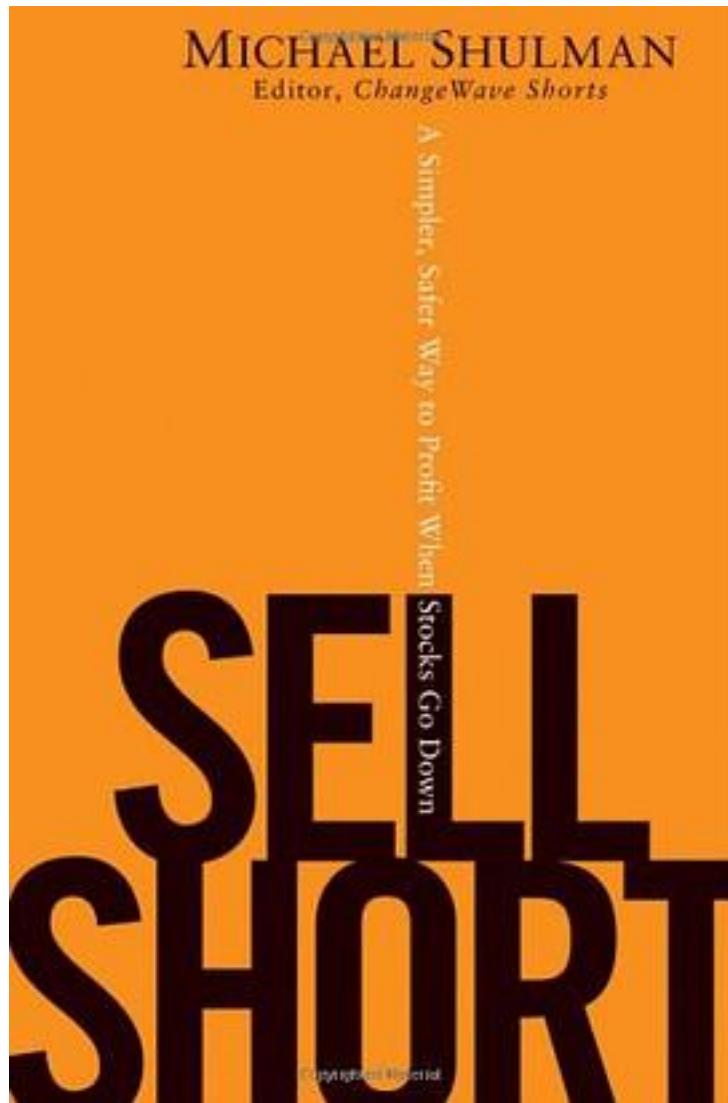


Sell Short



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出版者:

出版时间:2009-3

装帧:

isbn:9780470412336

Praise for Sell Short "I know of no other book designed for the needs of the individual investor or trader looking to make money on a broken company or market segment. He turned shorting stocks from something many see as 'the dark side' of investing into a great way to make money in any market."

— Toby Smith , panelist, Fox News Channel's Bulls and Bears and founder and editor, ChangeWave Investing " Sell Short is a great book for anyone who wants to be able to trade all markets. Michael uses sound option strategies to show how to play from the short side with limited risk and that's what investing and making money is all about: controlling risk! Sell Short isn't just a guide to trading—it is a complete method for identifying opportunities and managing a portfolio. I'll bet we all wish we'd read Sell Short last year, but trust me, these strategies work in any market!"

— Jon "Doctor J" Najarian , Cofounder, OptionMonster.com "Michael's approach to shorting stocks proves that solid research in uncertain, volatile markets does pay off. In a world of congenital optimists and crowded with long-only advisory services, Sell Short is a terrific primer for all investors seeking to make money on both sides of the market."

— Bryan Perry , editor, Tactical Trader and author, The 25% Cash Machine "The events of the recent past have shown that this book is overdue. Michael Shulman shows traders how to focus on individual stocks and sectors that are underperforming and then profit from them. An invaluable tool to complement any investor's trading strategies."

— Gerald Scheinman , Alcyone Capital Management, LLC "Michael has been spot on about the financial and economic crises for more than two years, way ahead of most in the financial industry. He tells it like it is, avoids the fluff, and has an uncanny ability to zero in on the critical aspects of the issues. He writes easily, with clarity and humor—and a reader always knows where Michael stands on an issue or how to execute a trade."

— William Hyman , Investor "Both institutional fund managers and retail investors will find Sell Short profoundly informative for identifying multiple ways to approach protecting downside risk in a portfolio as well as simply making money on the short-side. As a long-oriented fund, the downdraft of 2008 made it abundantly clear that everyone needs to have a deep base of 'short' knowledge in order to generate strong returns. Shulman's book should prove invaluable to novices and experts alike."

— Jon Plexico , Stonepine Capital LP

From the Inside Flap Ever since Dutch trader Isaac Le Maire invented short selling in 1609 (and evoked the first ban on it), short selling has been seen as the dark side of stock trading—slightly suspect and too intricate for individual investors. Today, short selling is an integral part of all markets and new tools can make it as simple as buying stocks. As Michael Shulman explains in this book, a short seller is a profit-seeking contrarian who sees opportunities others do not as a stock or market segment moves down. In Sell Short, Shulman turns the mystery of short selling inside out, revealing how using the same fundamental approach underlying the purchase of a stock can lead to tremendous opportunities on the short side. Shulman does not believe traditional short selling is a good trading approach for individuals and this simple, but comprehensive overview of short selling focuses on buying puts or, in some situations, exchange-traded funds (ETFs). Throughout these pages, Shulman reveals the day-to-day details needed to generate short side profits. He describes how short

selling works and how individual investors can best identify compelling opportunities before Wall Street finds them. Shulman also helps you to determine what part of your portfolio will fund short selling, what percentage of your capital should go to the short side, and how big each position should be. Filled with in-depth insights and straightforward advice, *Sell Short* walks you through the mechanics of opening, managing, and closing a position, including rolling or pressing a position to increase profits. (Shulman does cover traditional shorting, though, in case you'd like to take that route.) Step by step, this book prepares you to: Prospect for gold in fading stocks See opportunities that Wall Street misses Create, manage, and exit a position Short stocks, markets, and indices as well as specific sub-segments of the market, real estate (through REITs), commodities, and even countries Create the "rocket-fueled trade" the higher-risk purchase of calls on double inverse ETFs Explore advanced trading techniques such as selling calls, hedging, bear call spreads, selling puts on short ETFs, and more There is no better guide for individual investors to the short side of the market than Michael Shulman. He is the man who shorted Bear Stearns seven days before its historic meltdown and predicted in September 2008 that WaMu and Wachovia would follow Lehman down the tubes. His newsletter, ChangeWave Shorts, has been a leading source for individual short sellers. In this volatile market, opportunities abound if you have the will and the know-how to reach for them. Are you ready to come over to the short side?

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