



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.

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