



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

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.

Q&A with the Author



Author Dr. Alexander Elder

Your books are considered “must reads” for traders. What will those who read your previous work gain from *The New Sell and Sell Short*? Selling to take a profit is the crowning moment of a trade. Selling

to cut a small loss before it becomes a big and hurtful loss is a hallmark of a serious trader. My new book focuses on how to make those essential decisions. In trading, like in chess, there are completely different strategies for the beginning, the middle, and the endgame. I thought people needed a resource for handling the crucial conclusion of every trade. In addition, I added a major new section to this expanded edition of the original book – The Lessons of the 2007-2009 Bear Market. Markets are cyclical in nature, and we can learn a lot from the latest major bear. Readers should be prepared when the next bear comes around as it always does. **What are the most significant challenges traders face in exiting long positions?** Exiting a winning trade means cutting off the possibility of more profit. The power word in trading, just like in life in general, is ‘Enough.’ Endlessly reaching for more means letting a winning trade turn into a loss. My book offers several tools for deciding what is enough under different market conditions. Exiting a losing trade means giving up hope. In the markets, hope is an expensive business. Old traders say ‘if you hope, you’re a dope.’ Each trade requires a firm stop, and my book shows how and where to place them. **What do traders who previously always traded from the long side need to understand when they decide to try short-selling?** Markets go down about twice as fast as they rise. It takes buying to put the stocks up, but they fall, and fall hard, of their own weight. Profits come faster in short-selling, but so do losses. A short-seller needs an iron discipline – there is no room for hope that the market will reverse. Each trade requires three numbers: an entry point, a profit target, and a stop. You must place a stop and a profit target as soon as you enter into a short trade. **Do you think the “boom and bust” patterns of the financial markets in recent years will continue?** I think the markets have speeded up in recent years, reflecting the general speeding up of events in Western societies. Traders have a much better handle on risk, while long-term investing has become incredibly risky due to heightened volatility. I hope that my new book will help even long-term investors to implement the best practices of traders – take profits, cut losses, and benefit from price declines.

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Kim Bogdan:

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Deborah Tate:

Do you have something that that suits you such as book? The book lovers usually prefer to select book like comic, short story and the biggest the first is novel. Now, why not hoping The New Sell and Sell Short: How To Take Profits, Cut Losses, and Benefit From Price Declines that give your pleasure preference will be satisfied by means of reading this book. Reading routine all over the world can be said as the opportunity for people to know world better then how they react when it comes to the world. It can't be mentioned constantly that reading routine only for the geeky man but for all of you who wants to possibly be success person. So , for all you who want to start reading as your good habit, you may pick The New Sell and Sell Short: How To Take Profits, Cut Losses, and Benefit From Price Declines become your current starter.

Arthur Atwood:

Do you really one of the book lovers? If yes, do you ever feeling doubt if you are in the book store? Aim to pick one book that you just dont know the inside because don't judge book by its protect may doesn't work is difficult job because you are frightened that the inside maybe not because fantastic as in the outside appearance likes. Maybe you answer may be The New Sell and Sell Short: How To Take Profits, Cut Losses, and Benefit From Price Declines why because the excellent cover that make you consider with regards to the content will not disappoint anyone. The inside or content is fantastic as the outside or cover. Your reading 6th sense will directly direct you to pick up this book.

Daniel Ellis:

What is your hobby? Have you heard this question when you got students? We believe that that problem was given by teacher with their students. Many kinds of hobby, All people has different hobby. Therefore you know that little person like reading or as studying become their hobby. You need to understand that reading is very important as well as book as to be the matter. Book is important thing to increase you knowledge, except your teacher or lecturer. You will find good news or update concerning something by book.

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