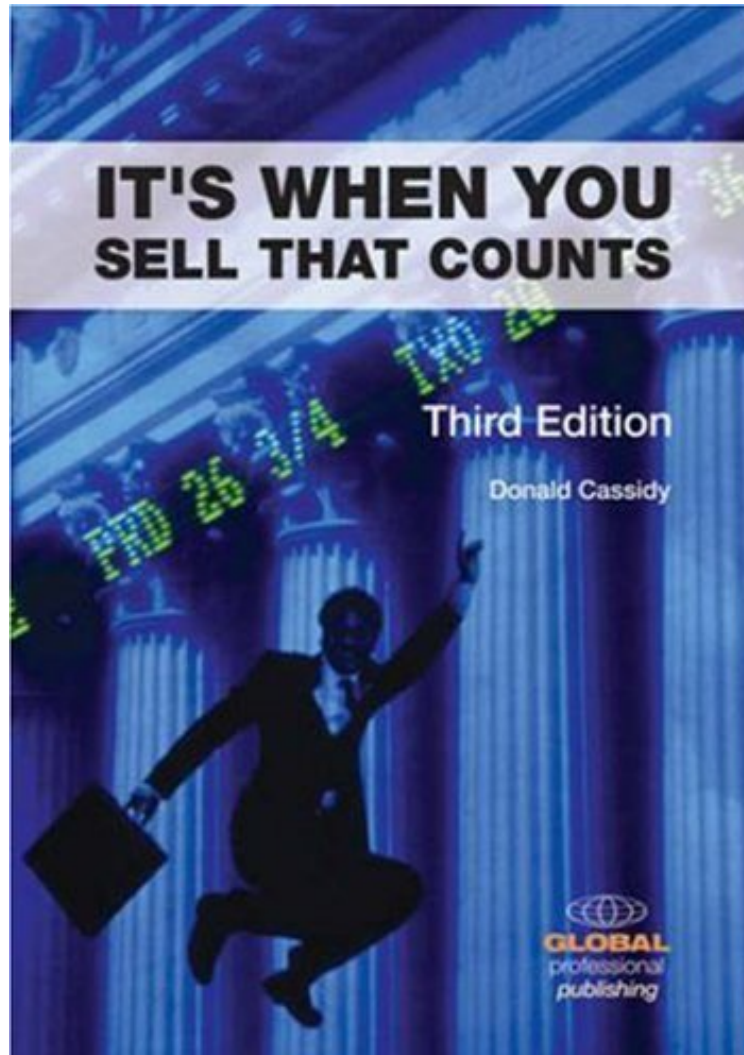


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## It's When You Sell That Counts

*Donald Cassidy*

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**Donald Cassidy : It's When You Sell That Counts** before purchasing it in order to gage whether or not it would be worth my time, and all praised It's When You Sell That Counts:

57 of 60 people found the following review helpful. Fascinating book.By A

Customer-----Don Cassidy has written an absolutely fascinating book. Each and every chapter is a gem in itself. Any investor who reads the book and diligently follows the advice given by Cassidy would do very, very well in actively managing his/her investments.In particular, the book helped me to overcome some of the mental blocks that Cassidy mentions and enabled me to sell some shares of a stock that I had fallen deeply in love with, i.e. the stock of the company that I work for!I am sure that the profits that I have reaped by following Cassidy's advice have paid for the price of the book, several times over.I would also like to post the titles of all the chapters in Cassidy's book since I noticed that the book's webpage doesn't have them and also because I think

just reading the titles of these chapters would spark the interest of those who still haven't read it...Table of Contents

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3 of 3 people found the following review helpful. It's When I Need Selling Discipline That Counts! By Kindle Customer This is a fine read for investors, no matter their time horizon. (My view is to be long-term.) The first three chapters revealed several of my tendencies that hinder my investing style. (Our sense of believing we are right can keep us from investment success.) That is why I return to this book from time-to-time for some 'selling attitude adjustment'. I recognize my tendency to believe that a company stock price will recover 'some day', if I just wait long enough. The critical point is to realize when a promising company should be sold without hanging on to hope. Even Mr. Cassidy cannot reveal when a stock should be sold in every circumstance, but there are clues. Chapter 23 is a good chapter to read again regarding the use of above-market orders instead of stop-loss orders. He mostly discourages the use of stop-loss orders. Read the chapter to find out why. There are many books for 'buying' the right stocks, but few for 'selling' the right stocks at the right time. This is one!

Bill 5 of 6 people found the following review helpful. Wish I had known about this book in 2007 By Charles Montgomery I, like a lot of my investor friends still own most of the stocks I had in Nov 2007. There has to be something very wrong with that investing plan since I rode them down for a near 50% loss (so far). I have often wondered over the past year or so, "why didn't I sell some of my stocks when I had a profit?" This book helps you understand why people hold on to stocks and why a "never give an inch" buy and hold philosophy can be disastrous. Cassidy hit me perfectly when he classifies some owners as 'collectors'. I've done that with stamps, land, and other assets. As he says, I became a stock packrat. The third part helps you set up an investing plan that includes recognizing prudent selling points and how to set a target and to discipline yourself to pull the trigger. The fourth part gives selling tactics to help you beat the crowd and take your profits. This book is not a lesson in day-trading. It is a good book for all investors to have so they won't be locked into a mindset that prevents one from making money.

More than 40,000 investors cashed in on the strategic sales secrets found in the first edition of this expert stock guide. Now, with the stock market fluctuating, even more readers are eager to identify the most opportune time to liquidate their stock positions and steer their investing decisions safely and profitably through a volatile stock market. An investor's success depends far more on when they sell a stock than on when they purchase it. And yet, most investors have a tendency to hold on to a stock far longer than is profitable. Brokers, too, have their own hesitations about advising clients to sell. The inescapable conclusion is that investors need help knowing when to cash in whether they are individual investors, stockbrokers, or money managers. It's When You Sell That Counts helps investors identify and overcome their resistance to selling stock and shows them how to earn the maximum profit through strategic selling. It also provides investors with practical advice on how to sell successfully in changing market conditions including a checklist to help investors decide if they should sell or hold in adverse markets. It's When You Sell That Counts reveals for the first time:

- \* The hidden reasons we resist selling\*
- \* Survival tactics for individuals in the market jungle\*
- \* The ways investors rationalize their inaction\*
- \* The most powerful hold/sell test

The fabulous book reveals the personal hangups that hamper many investors until they identify and deal with them and important strategies that should be applied to every selling decision.