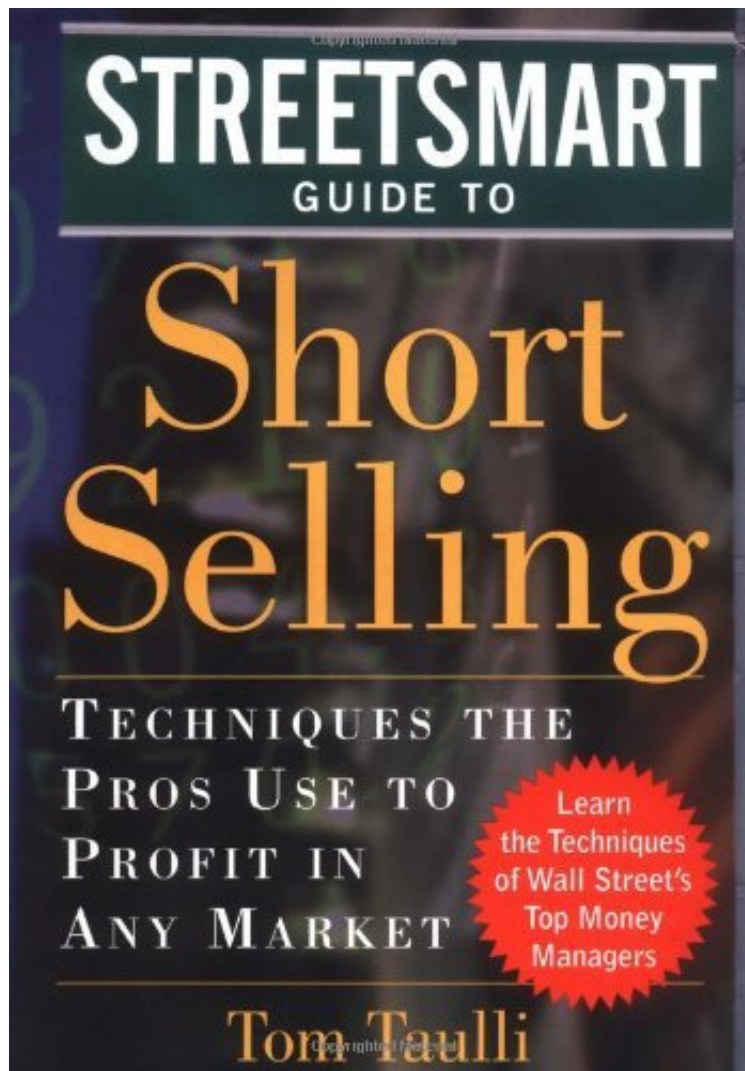


[PDF] The Streetsmart Guide to Short Selling: Techniques the Pros Use to Profit in Any Market (Streetsmart Series)

The Streetsmart Guide to Short Selling: Techniques the Pros Use to Profit in Any Market (Streetsmart Series)

Tom Taulli

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All about short sellingshy;shy;today's most market-tested technique for grabbing profits in falling markets As individual investors are forced to become increasingly savvy in today's turbulent markets, more and more are investigating short sellingshy;shy;the practice, once reserved for the pros, of selling stock you don't own in hopes of buying it back later at a lower price. The Streetsmart Guide to Short Selling explains how any investor can add this valuable weapon to his or her arsenal of daily market strategies, and increase the capabilities for profiting in all markets. The first book to explain short-selling strategies in terms that individual investors can understand, this latest addition to the popular Streetsmart series covers: What stocks are eligible for short sale Strategies for combining short selling with options Advanced techniques, including short selling IPOs

From the Back CoverStrategies to Make Short Selling a Profitable Component of Your Everyday Investment Program Short selling has long been an accepted, even recommended, technique for professional investors looking to protect their portfolios. Yet most individual investors continue to see "shorting" as too high-risk for their own portfolios, and miss out on daily opportunities to hedge risk--or grab profits--in turbulent or falling markets. The Streetsmart Guide to Short Selling shows you how to make short selling a valuable weapon in your day-to-day trading arsenal. A complete guide to the ins and outs of short selling in terms that all investors can understand, this latest addition to McGraw-Hill's popular Streetsmart series explains: How a short sale works, and how to foresee--and avoid--common obstacles Methods for uncovering companies--and their stocks--that are in danger Strategies for spotting short sale opportunities in IPOs and specific sectors With surprisingly few books available on the topic, the hedging and profit possibilities of short selling remain among today's best-kept trading secrets. Let The Streetsmart Guide to Short Selling provide you with an excellent and in-depth introduction to short selling, one of today's most adaptable tools for improving your trading performance in every market environment. "Whether markets will continue to be lackluster or continue to fall is anybody's guess. However, this book is not about making predictions about how the market will perform in the next decade. Rather, the goal of the book is to give you the tools to be a successful short seller--in any market."--From the Introduction Short selling is one of the most potentially profitable techniques for today's turbulent markets. Unfortunately, it is also one of the least understood. The Streetsmart Guide to Short Selling examines short selling from every angle, and provides an easy-to-follow roadmap for any investor to include "going short" on his or her list of day-to-day investing alternatives. This latest addition to the popular Streetsmart series covers: The hands-on mechanics of a short sale When--and why--to use short selling versus single stock futures or options Tax strategies for maximizing a short sale transaction Technical analysis methods for increasing short sales success Toxic elements that signal a company is in trouble--and an ideal short sales candidate! The Streetsmart Guide to Short Selling reviews everything you need to know to sell short with confidence. First-timers learn how to research potential short sales candidates, trade only on paper after identifying the best choices, and learn the rules of the game with their money parked safely on the sidelines. More experienced traders learn how to avoid the disastrous "short squeeze," and signs of pending trouble in a company's key financial statements that make it an ideal candidate for short selling. This comprehensive book even provides an in-depth primer for understanding what's really being reported in balance sheets, income statements, and cash flow statements. Are you tired of missing out on virtually half the available profits in a turbulent market? Are you both disciplined and knowledgeable enough to keep your finger on the pulse of your portfolio and act when the time comes? Then short selling could very well be the technique you need to instantly and dramatically improve your portfolio performance. Let The Streetsmart Guide to Short Selling introduce you to today's most complete, easy-to-understand program for capitalizing on the numerous advantages of short selling, and making this underused technique a profitable component of your investment program.About the AuthorTom Taulli has his own firm, Taulli Research, which provides research services to the financial industry. The author or coauthor of several books, including Tapping into Wireless, Investing in IPOs, and Stock Options, Taulli is a regular contributor to MSN Investor, Bloomberg Personal Finance, Forbes.com, and other national publications. An accomplished angel investor, his comments and insights have appeared in The Wall Street Journal, Barron's, USA Today, and TheStreet.com.