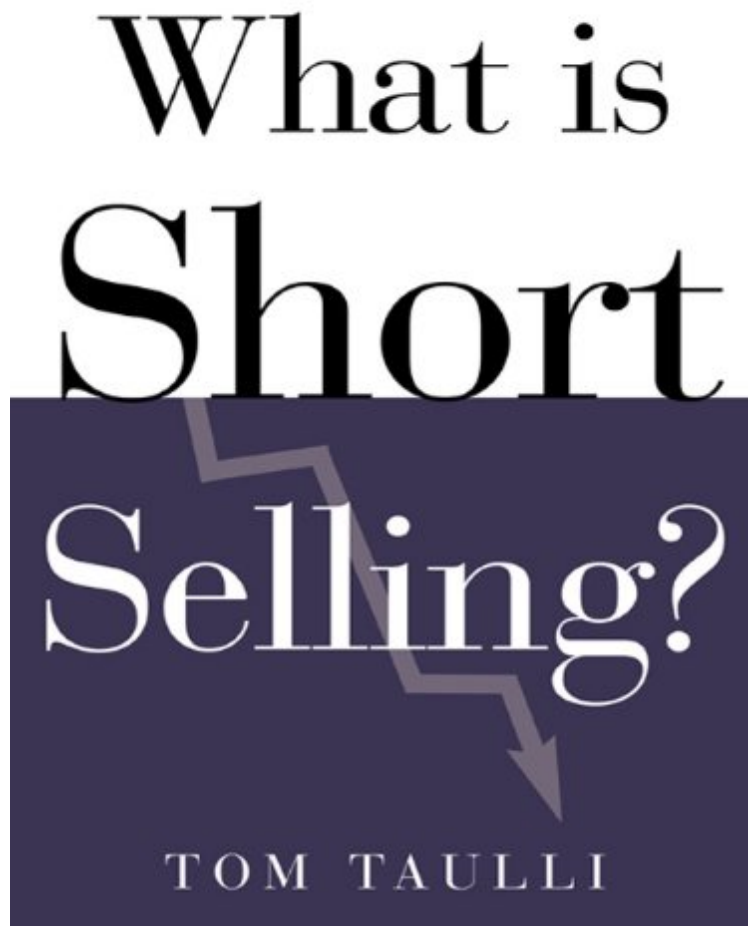


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## What Is Short Selling? (What Is the What Is . . . Series)

*Tom Taulli*

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**Tom Taulli : What Is Short Selling? (What Is the What Is . . . Series)** before purchasing it in order to gage whether or not it would be worth my time, and all praised What Is Short Selling? (What Is the What Is . . . Series):

0 of 0 people found the following review helpful. This book is excellent and well writtenBy Raymond B.i have had a stock account for years and never understood shorting stocks. This book is excellent and well written.Easy to understand and explained in language that is simple and clear. thank you tom9 of 11 people found the following review helpful. Good Overview, Bad EditingBy Roger AlfordThis book is full of typographical and grammatical errors, as well as mis-worded and poorly worded sentences - surprisingly poor editing from a mainline publisher (McGraw-Hill); these shortcomings in the editing distract from the effective presentation of the material. The book does provide a good overview of short selling, and some of the associated strategy (basically stock fundamentals research) for determining which stocks to sell short, but I found myself longing for more depth. The presentation would have been more effective with more specific examples with associated charts and sell/buy points. And I think

the book should also have gone into more depth about bull/bear market cycles and how these relate to the timing of selling short, and the respective dangers and opportunities afforded by the direction of the overall market. 1 of 5 people found the following review helpful. Short Short Selling By Damien Stratton I guess I can't blame the author. There really isn't much to short selling a stock. If you want to know what short selling is or how to do it, you'll learn how to do it in 30 min. Buyer beware... please supplement this book with additional information. If you short sell a stock, you are basically saying that the company you're shorting is going to lose value. With enough company, you can take GE to under \$6 a share or Citibank to a penny stock. Why bet on a company to fail? Instead, use the info in this book to learn how to beat the short sellers and buy GE at \$6 before it doubles in a couple weeks or Citibank quadruples. Be a bull.

Despite what many investors believe, short selling can be a risk-averse strategy for traders and investors alike. What Is Short Selling? provides a complete introduction to the basics and nuances of short selling, including: How to bolster portfolio performance How to spot an excellent short sale candidate Hedging and speculating

From the Back Cover Today's Most Easy-to-Understand Introduction to Short Selling--How It Works, and How to Make It Work for You Short selling is one of today's most versatile and potentially profitable investing techniques--and also one of the most misunderstood. What is Short Selling? demystifies this often overlooked process, detailing everything from what short selling is and how it works to short selling strategies you can use to increase your portfolio's performance as you shield it from disastrous market downturns. Investing author Tom Taulli has made a name for himself by providing independent investors with practical how-to's on profitable investment techniques. In What is Short Selling?, Taulli takes you behind the curtain to reveal: How to use financial statements and other publicly available information to uncover excellent short sale candidates Special trading rules for short sellers, including the uptick rule Unique risks of short selling, and steps you can take to minimize those risks For decades, portfolio managers and sophisticated investors have used short selling to enhance their trading. Now it's your turn. What is Short Selling? reveals how virtually any trader or investor can benefit from this powerful technique, and provides you with the knowledge you need to use short selling to improve your portfolio's returns as you control your investment About the Author Tom Taulli (Ventura, CA) is founder of the online investment company WebIPO and is the author of The Streetsmart Guide to Short Selling. 10 Illustrations