

How to Make Money Selling Stocks Short

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There are two sides to everything, except the stock market. In the stock market there is only one side--the right side. In certain market conditions, selling short can put you on the right side, but it takes real knowledge and market know-how as well as a lot of courage to assume a short position.

The mechanics of short selling are relatively simple, yet virtually no one, including most professionals, knows how to sell short correctly. In *How to Make Money Selling Stocks Short*, William J. O'Neil offers you the information needed to pursue an effective short selling strategy, and shows you--with detailed, annotated charts--how to make the moves that will ultimately take you in the right direction.

From learning how to set price limits to timing your short sales, the simple and timeless advice found within these pages will keep you focused on the task at hand and let you trade with the utmost confidence.

WILLIAM J. O'NEIL has distinguished himself as a champion of the individual investor by providing them with innovative, sound, and effective tools and methods necessary for investment success. His investment books, including the bestselling *How to Make Money in Stocks* and *The Successful Investor*, outline in detail the CAN SLIM investment research tools that enabled Mr. O'Neil to buy his own seat on the New York Stock Exchange in 1963 and start his own institutional investment firm, William O'Neil + Co., Incorporated, which today services over 500 institutional investment organizations. The publication he designed and created in 1984, *Investor's Business Daily*, brings sophisticated stock market data to the investing masses on a daily basis, and its Web site, investors.com, informs and educates individual investors on the basic principles of sound investing.

GIL MORALES, a 1981 graduate of Stanford University, began his career in the industry as a stockbroker with Merrill Lynch in 1991. He later moved to PaineWebber in 1994 where he quickly became one of that firm's top producers, and was recruited to join William O'Neil + Co., Inc. in 1997 by William J. O'Neil himself. He currently serves as Vice President and Chief Market Strategist at William O'Neil + Co., Inc. where he also functions as an internal portfolio manager responsible for managing a portion of the firm's equity assets.

Other Books

Active Value Investing, A strategy to profit when markets are range bound--which is half of the time One of the most significant challenges facing today's active investor is how to make money during the times when markets are going nowhere. Bookshelves are groaning under the weight of titles written on investment strategy in bull markets, but there is little guidance on how to invest in range bound markets. In this book, author and respected investment portfolio manager Vitaliy Katsenelson makes a convincing case for range-bound market conditions and offers readers a practical strategy for proactive investing that improves profits. This guide provides investors with the know-how to modify the traditional, fundamentally driven strategies that they have become so accustomed to using in bull markets, so that they can work in range bound markets. It offers new approaches to margin of safety and presents terrific insights into buy and sell disciplines, international investing, "Quality, Valuation, and Growth" framework, and much more. Vitaliy Katsenelson, CFA (Denver, CO) has been involved with the investment industry since 1994. He is a portfolio manager with Investment Management Associates where he co-manages

institutional and personal assets utilizing fundamental analysis. Katsenelson is a member of the CFA Institute, has served on the board of CFA Society of Colorado, and is also on the board of Retirement Investment Institute. Vitaliy is an adjunct faculty member at the University of Colorado at Denver - Graduate School of Business. He is also a regular contributor to the Financial Times, The Motley Fool, and Minyanville.com.

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