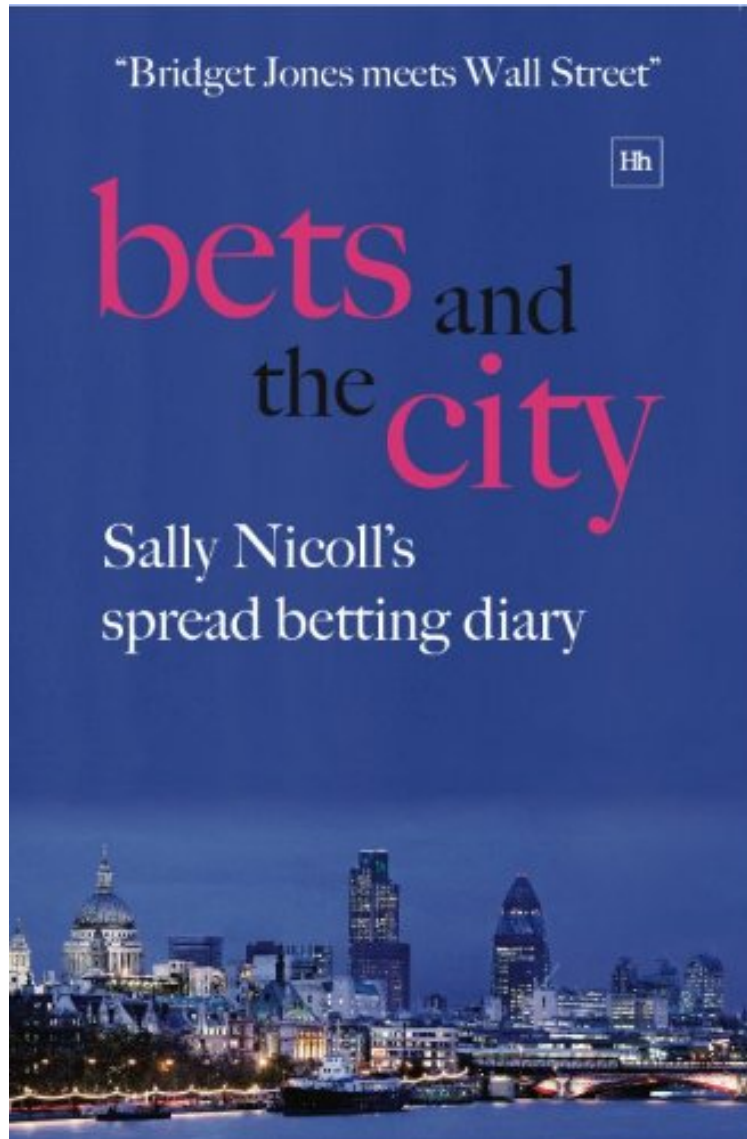


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## Bets and the City: Sally Nicoll's spread betting diary

*Nicoll Sally*

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**Nicoll Sally : Bets and the City: Sally Nicoll's spread betting diary** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Bets and the City: Sally Nicoll's spread betting diary:

0 of 0 people found the following review helpful. EntertainingBy Deborah J. CunninghamA funny, down-to-earth book. Great intro to spread trading or as an escape from other technical literature. Much good advice2 of 2 people found the following review helpful. Great Book for Beginner Trader!By CustomerPrior to reading this book, I would recommend "Reminiscences of a Stock Operator" as the "first book" to anyone who wants to trade. Now I will recommend Sally's book. The book has a lot of "ugly truths" highlighting the emotional pitfalls of trading with lots of

humor. I really like the point on "beyond the point of misery". If one is able to recognise this point (of course, I do not hope you will ever reach this point) and able to back off, it is worth many times the price of this book. 3 of 4 people found the following review helpful. Loved it! By TraderAs a female who spread bets herself I thoroughly enjoyed reading Sally's journey. I would recommend this book to anyone who is learning to trade or is thinking about it! It was interesting to hear of her exploits and her learning curve especially since I also attended the Greg Secker course last year! It is similar in style to Helen Fielding writing and contains a myriad of other funny stories.

"Markets. They go up. They go down. How difficult can it be?" Sally Nicoll begins her spread betting journey with magnificently misplaced optimism. Join her on this rollercoaster ride to hardened pessimist - and wised-up realist. Funny, frank, factual. Should we be afraid that in the digital era, anyone with a broadband connection and a few hundred pounds can gatecrash the elite world of City traders - even if, like Sally Nicoll, they are numerically dyslexic? Sally is looking for a source of extra cash to fund a sabbatical while she writes a novel, and decides spread betting is the answer. She tries to open an account with Finspreads - "their web site has the best colour scheme" - only to discover she's been credit blacklisted. Instead of being thankful for divine intervention, she complains to the marketing department and is hired to write an online trading blog. *Bets and the City* is based on Sally's enormously popular column for Finspreads. In between the funny bits, there's some really useful information:- Never take a holiday in Cornwall when you're speculating on sterling against the dollar- Why you should resist the temptation to be kind to your mother- Sensible advice from the man who lost \$10 million in a single trading session- Why women make better traders than men- The simple trade that enables you to turn your computer into a cash register. Sally's romp through the City, combined with her anecdotes of hanging out in celebrity-studded Primrose Hill, will appeal to investors, gamblers, and anyone who enjoys playing with money. And prepare to be entertained by Sally's spread betting accomplice, a Jack Russell called Dow Jones...

About the Author Sally Nicoll has a ready-made fanbase, and the word is about to spread a whole lot wider. Before squandering her fortune on financial trading and novel writing, she spent many years as an advertising copywriter, persuading people how - and where - to spend their money. She is the author of *Bets and the City* and *The Power Behind the Throne* ([www.bestsellingthriller.co.uk](http://www.bestsellingthriller.co.uk)).