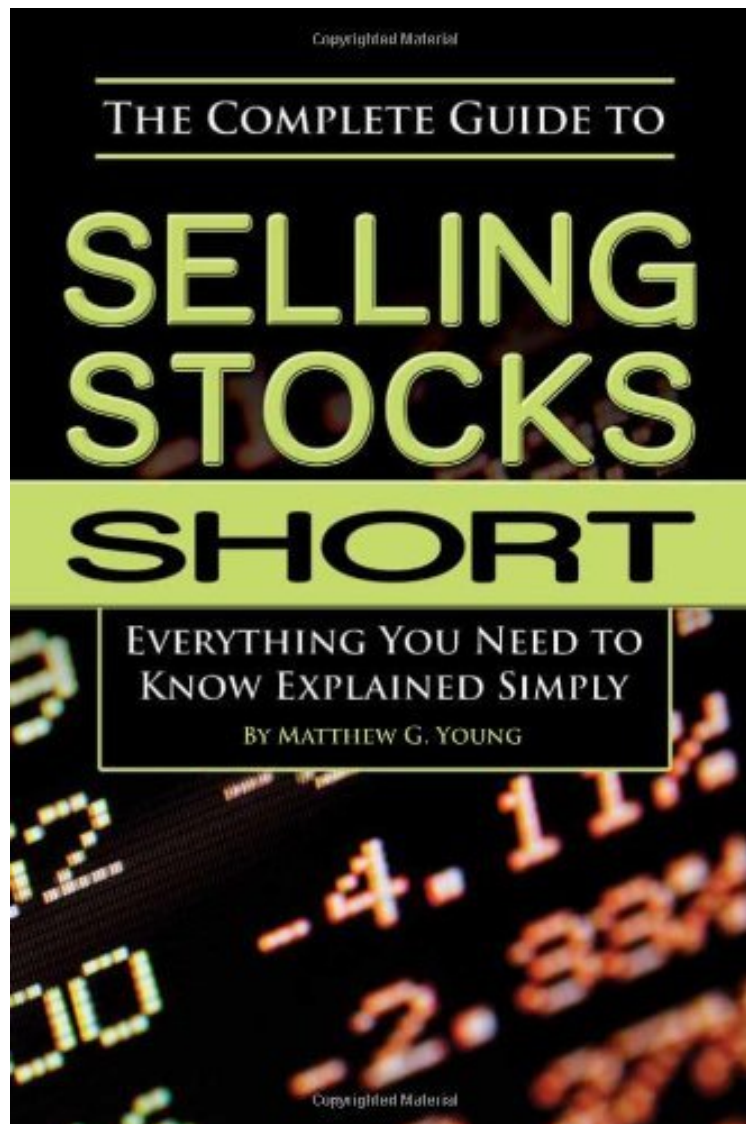


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1 of 2 people found the following review helpful. If you need this book, you shouldn't be short sellingBy Kindle CustomerLike many investment books, the author here seems unable to decide who he's writing for. Short selling is a

semi-complicated strategy that is typically done only by investors with ample experience on the long side (I.E. simply "buying" to profit for an increase in the price of a security, whereas shorting is "selling" to profit from a decrease in a securities price). There's a good overview of the vitals. (examples: margin accounts, short squeezes, days to cover, etc.) But then the author dives into some REALLY elementary topics, such as how to calculate a stocks PE, market capitalization, return on equity, etc. Here's a very helpful piece of advice for potential short sellers (and authors who contemplate writing a piece on short selling): If don't already know how to calculate a stocks market capitalization or PE ratio, short selling is NOT for you. On top of that, there are some REALLY bad errors, such as when the author discusses how to calculate the debt/equity ratio (again, something you should know instinctively how to do before even considering short selling), the author mentions how an increase in the share price could artificially lower the Debt/equity ratio, thus hiding the company's true financial health. The stocks share price has zero bearing on the D/E ratio, as both numerator and denominator are taken from the balance sheet, in which case $Equity = Total Assets - Total Liabilities$. An increase in the market price of the shares has zero influence on the balance sheet. Would recommend "All About Short Selling" and "The Art of Short Selling" for good intros and case studies, where the authors assume you already have an elementary knowledge of accounting and finance. 2 of 4 people found the following review helpful. Sell this book short, not the stocks. By DCDI found this book to be extremely dull. I think it might be because it tries to take something very involved and complicated such as selling stocks short and puts it into kind of an Idiot's Guide to Blah-blah-blah lingo. I also feel like this book is operating on some of the late 20th century rules of stock exchange and not as much information that we realized after the economy's struggles the last few years. The combination between simplicity and dullness just did not sit well with me, and I would look elsewhere if looking for a book on selling stocks short. 4 of 10 people found the following review helpful. not a very interesting book. By daliscarl have read this book but i didn't like for two reason. the book want to be a simple book in order to operate using short selling, it introduces a lot of things such as put options, currencies, commodities and so on but if you are a beginner it's better if you stick on using only stocks. In spite of treating indicators, all the topics in the book are treated in a very superficial way except for the technical analysis where the author gives in a chapter some useful ratios. the second reason lies in the fact this book is not an operative book, there are no entries or exit strategies even if there are two chapters in the book. I mean there is no evidence when a trader should enter. there's a very small bibliography (only 4 titles)...if you want a very good short selling book i would recommend "sellshort" by Alexander Elder or if you are just a beginner i would try "Come in my trading room" by Alexander Elder .

Successfully utilizing the stock market in these uncertain economic times can not only be hard; it can be downright confusing and that means you need a guide that helps you navigate the troubled waters. With recent developments in the market and the US Dollar down as much as 15% against many major world currencies, it is hard to keep up with the changing conditions, let alone to master a complex procedure such as short selling in which a careful negotiation between yourself and the broker is necessary. However, with this guide, which takes the concept and outlines it in simple, real world terms that both beginners and veterans alike can understand, you can start taking advantage of one of the major methods that has made brokers so successful around the world. This book is written for you, the new or beginning investor and with the right combination of new insights and developed investment strategies; even you can overcome the complexities of this problematic economy. You will learn how to start selling stocks short and what the concept entails. You will learn how to read the market and what it means when they go up and down, plus how to read those fluctuations before you even start making trades. You will learn what you need to do with a rally and which stocks should be sold short and which ones should not. You will learn the fundamental aspects of how cycles work and how to time your short sales. The basics of overhead supply will be discussed along with head and shoulders tops. You will be shown the process of setting your price limits and knowing how to read and maintain those limits. Top stock brokers and home trading experts have been interviewed for this book and their expertise compiled to provide you a complete look at the world of short selling, including the details necessary for setting your puts and calls. The full anatomy of a short sale from the first action you take to the final sale is laid out in a detailed action plan and you will be given ideal models for short sales from the top companies in the world. This book, regardless of your expertise and experience in dealing with the stock market will help you learn everything you need to know to start short selling today. Atlantic Publishing is a small, independent publishing company based in Ocala, Florida. Founded over twenty years ago in the company president's garage, Atlantic Publishing has grown to become a renowned resource for non-fiction books. Today, over 450 titles are in print covering subjects such as small business, healthy living, management, finance, careers, and real estate. Atlantic Publishing prides itself on producing award winning, high-quality manuals that give readers up-to-date, pertinent information, real-world examples, and case studies with expert advice. Every book has resources, contact information, and web sites of the products or companies discussed. This Atlantic Publishing eBook was professionally written, edited, fact checked, proofed and designed. The print version of this book is 288 pages and you receive exactly the same content. Over the years our books have won dozens of book awards for content, cover design and interior design including the prestigious Benjamin Franklin award for excellence in publishing. We are proud of the high quality of our books and hope you will enjoy this eBook version.

Selling stocks short requires a willingness to make large trades, tolerance of large risk, and an overall knowledge of the market. On a practical side it also requires basic skills in money management and record keeping. Young, a freelance financial writer, offers a guide for the ordinary person wanting to break into the world of short selling. An appendix with helpful Internet sites and a glossary is included. --Book News, Inc.