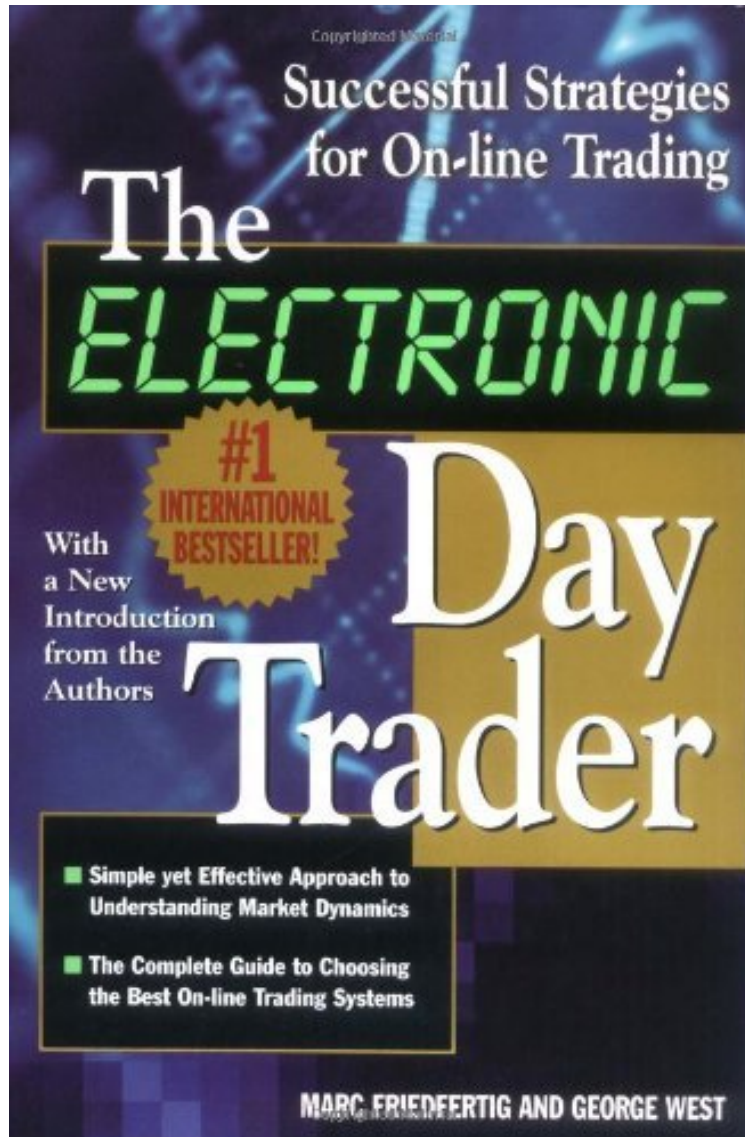


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The Electronic Day Trader: Successful Strategies for On-line Trading

George West

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George West : The Electronic Day Trader: Successful Strategies for On-line Trading before purchasing it in order to gage whether or not it would be worth my time, and all praised The Electronic Day Trader: Successful Strategies for On-line Trading:

0 of 2 people found the following review helpful. first hand knowledge: the authors know there stuffBy A CustomerI am a customer of Broadway Trading (Friedfertig's brokerage firm) and have taken the course offered through Tradersedge.net (West's firm). I got my start by reading this book and I can tell you first hand these two know their

stuff. I witness on a daily basis hundreds of individuals including myself make money using the information introduced in this book. Friedfertig and West are not only two very successful traders who have and do make great livings trading but have taught hundreds to do the same. The majority of their customers make money, with many of the best making millions a fact never mentioned or bragged about anywhere. (read their second book *Electronic Day Traders Secrets*, a book of interviews with their best traders). Anyone who disliked this book falls into one of two categories not serious about day trading for a living or just out to slander a competitor. Don't be misled, this book is well worth the read. 2 of 3 people found the following review helpful. No Longer in Business By Seattle Reader I gave the book one star because if he was so successful why did he and his company go out of business in 2002? The book gives you some good technical information on stock trading, but as a guide to making money in Day Trading begs the question "Why is the author selling a book that advises the reader to follow up at his website for further training and services, when his company and website no longer exist?" I wish I had known that this guy is no longer in business and why he is no longer in business? 0 of 0 people found the following review helpful. Great Day Trading Introduction By A Customer The authors both have obvious experience. They give what appears to be good, sound, advice. They explain the day trading marketplace in an easily understood manner. The links they give for other information sources proved to be invaluable. If there is a down side to the book, it would be the need for more advice aimed at the beginning day trader who does not have all the sophisticated tools available. This is a small point, however. This is the best of the several "Day Trading" books I've purchased. I recommend the book to anyone considering day trading.

In 1998, McGraw-Hill's *The Electronic Day Trader* became a worldwide phenomenon—and spent months on the Wall Street Journal, BusinessWeek, and New York Times bestseller lists. Now, this new paperback edition revisits the hardcover edition's electronic day trading techniques and mechanics, and adds a new introduction discussing today's evolving electronic day trading environment. *The Electronic Day Trader* continues to give the reader a firsthand, no-holds-barred introduction to the world of electronic trading. The authors—accomplished veterans in this hot field—share trading philosophies and strategies that include:

- Workings of the various electronic order entry systems
- Effective trading techniques based on technical analysis
- All-important psychological aspects of day trading

Marc Friedfertig and George West (New York, NY) wrote *Electronic Day Traders' Secrets*, and offer seminars on electronic day trading. Friedfertig is a registered principal for Broadway Trading. He formerly traded index futures with the New York Futures Exchange. West is the president of Broadway Consulting Group.

.com Most of us have been conditioned to approach the stock market as a long-term proposition. Many of the bestselling investment books coach readers to seek value in the best companies for long periods of time. Day trading, a recent phenomenon brought on by the reform of the financial markets and by the growth of online trading, goes in just the opposite direction. Instead of buying and holding stocks for years, successful day traders make money by dipping in and out of the market in a matter of minutes, finding profit in the tiny fractions between the bid and asking price of a stock or by catching the ups and downs of stock prices, which are driven by everything including the latest news from CNBC or speculation on what Alan Greenspan ate for breakfast. In *The Electronic Day Trader*, authors Marc Friedfertig and George West explain the rationale behind day trading and offer strategies that can help you become successful at this fast game of speculation and timing. The authors write, "Day trading appears so deceptively easy, yet in reality it is a never-ending challenge. It is a game, an opportunity to match wits against the majority and thereby prosper. Day trading the stock market is the ultimate opportunity to speculate and the ultimate game." The book goes into great detail about how the various stock exchanges work and shows how to get direct access to the NASDAQ through various electronic trading systems. If you're looking for an investment book that will help you build a retirement portfolio, look elsewhere. But if the daily fluctuations in the price of a stock make your heart beat faster and if you're seriously interested in honing your skill as day trader or want to become one, *The Electronic Day Trader* is definitely worth a look. --Harry C. Edwards

From the Back Cover *The Electronic Day Trader: Successful Strategies for On-line Trading*, Marc Friedfertig and George West. International Bestseller! The First Book to Bring High-Profit Day Trading to the Individual Investor; NOW IN PAPERBACK! Praise for *The Electronic Day Trader*. "This is the book that started it all." Joel Kurtzman, *Fortune*. "If you want to take your first few steps into the fiercely competitive (and potentially lucrative) world of stock trading, then you should definitely read this book." Roger Segal, *TheStreet.com*. "[Friedfertig and West's] thorough overview moves at the right pace, with well-chosen examples and solid explanations of how to compete in the cut-throat day trading game." *Online Investor*. *BusinessWeek*; *The Wall Street Journal*; *The New York Times*; These national publications recognized the groundbreaking *Electronic Day Trader* for its broad-based market power—not to mention its amazing run on each of their bestseller lists! Now let day trading pioneers Marc Friedfertig and George West, also the authors of the bestselling *Electronic Day Traders' Secrets*, show you the systems, strategies, and step-by-step instructions to:

- Use today's high-powered home computers to access professional research, real-time quotes, and low-cost, instant trade executions
- Bypass your broker and gain direct access to the market through SuperDot, ECNs, and

other electronic trading systems bull; Develop the skills used by market makers to beat them at their own game

About the Author Marc Freidfertig is the managing member of Broadway Trading LLC, a brokerage firm specializing in online trading, where he has trained hundreds of day traders to cut out the middle people and earn superior returns trading listed securities. Mr. Freidfertig earned his MBA from Columbia Business School, and has also worked with First Boston Corp. and Morgan Stanley. He actively traded index futures as a member of the New York Futures Exchange, and was a member of the American Stock Exchange for eight years, where he supervised and trained traders and was himself one of the top traders. George West is the president of Broadway Consulting Group as well as managing member of JGM Securities LLC. Mr. West has traded stocks and options on major exchanges and was an options market maker on the American Stock Exchange. While a trader with Spear Leeds Kellogg, he handled the order flow of large institutional investors. Mr. West graduated from St. Lawrence University and, with coauthor Marc Freidfertig, offers popular seminars on electronic day trading.