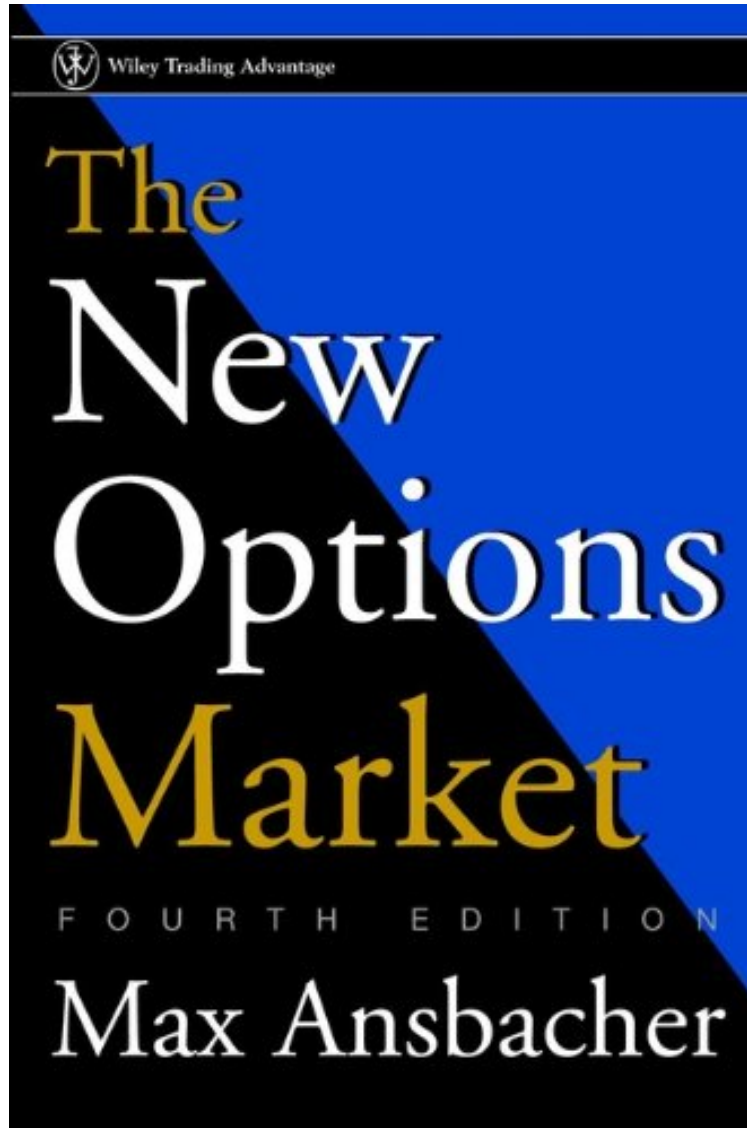


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## The New Options Market (Wiley Trading)

*Max Ansbacher*

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**Max Ansbacher : The New Options Market (Wiley Trading)** before purchasing it in order to gage whether or not it would be worth my time, and all praised The New Options Market (Wiley Trading):

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Not an easy task. There are many examples of how to trade options and what do you when you find yourself in a difficult (losing) position. Reading this book was like having the trader/teacher on the other side of the desk explaining his strategies to me. There were a few instances where I had to refer to my two bibles on options (McMillan's books) but The New Options Market is a very good addition to my options library.

Become a savvy investor in the options market The New Options Market, Fourth Edition Referred to as the bible of options books, The New Options Market has groomed two generations of traders and investors for success. Now with this updated and expanded Fourth Edition, Max Ansbacher gives his unique and tested strategies to you! With the help of numerous real-world illustrations, appendices with over thirty Web site suggestions for options traders, and specific advice on option picks, he explains the basics of trading theory and practice. In easy-to-understand, nonmathematical language, The New Options Market, Fourth Edition, is a highly personal, and newly updated guide that is specifically aimed at options traders in need of knowledge that will lead them to success. "Aimed squarely at the ordinary investor, The New Options Market provides a practical guide to the use and misuse of options as an investment tool. Max Ansbacher's book is an excellent starting point for investors seeking a clear, nontheoretical introduction to options." - Jack Schwager, Author of Market Wizards and The New Market Wizards "As a broker on the S P options floor for the past eight years, I find that The New Options Market, unlike other option books, represents a clear, practical approach to trading options. Both the professional and the novice will benefit from the comprehensive coverage of all aspects of option trading." -Kevin M. Maclean, V.P., Fimat, U.S.A. "Max Ansbacher is a true professional-one of today's most experienced option brokers and traders. His expertise stands out in this new edition of his book as it has in the previous editions. The fact that Max is a maestro at writing options is evident in the quality of the chapters on option selling." - Lawrence G. McMillan, President of McMillan Analysis Corp. and author of McMillan on Options

From the Inside Flap"...there is no method I know of that can be more rewarding in as short a period of time than trading in options. While it is risky, experience shows that trading in carefully selected puts and calls can produce an extremely high income on the amount of the investment." -from The New Options Market, Fourth Edition If you're looking to get involved in the excitement, challenge, profit, and diversity that options provide, then this is the book for you! The New Options Market contains everything you'll need to know to start a profitable investment program in this increasingly popular market. From buying calls on a hot new stock and earning some extra cash by selling covered calls to selling uncovered options and buying puts, options expert Max Ansbacher will guide you through all the possibilities in the world of options and help you make the best decisions. In this completely updated Fourth Edition, Ansbacher clearly outlines every option strategy in easy-to-understand language and includes detailed examples that show exactly how they work. You'll find out how each of these strategies can be used to make money and how you can limit your downside. The author also explains the best strategies that he has uncovered from over 25 years in the business. You'll discover how to: \* Generate an income of 10% to 20% a year on your investment by selling calls on stocks that you currently own \* Sell options on stocks that you do not own for a return of up to 40% of your year's investment \* Make more money by selling the short-term and buying the long-term options on the same stock \* Realize large gains by buying calls and puts Ansbacher also includes his "Ten Biggest Option Mistakes" and "29 Option Strategies from Extreme Bullishness to Extreme Bearishness." And he supplies you with invaluable worksheets to calculate your investment return using the various option strategies. With its expert guidance and detailed information, The New Options Market, Fourth Edition offers you the best opportunity to come out a winner in options trading. From the Back Cover Become a savvy investor in the options market The New Options Market, Fourth Edition Referred to as the bible of options books, The New Options Market has groomed two generations of traders and investors for success. Now with this updated and expanded Fourth Edition, Max Ansbacher gives his unique and tested strategies to you! With the help of numerous real-world illustrations, appendices with over thirty Web site suggestions for options traders, and specific advice on option picks, he explains the basics of trading theory and practice. In easy-to-understand, nonmathematical language, The New Options Market, Fourth Edition, is a highly personal, and newly updated guide that is specifically aimed at options traders in need of knowledge that will lead them to success. "Aimed squarely at the ordinary investor, The New Options Market provides a practical guide to the use and misuse of options as an investment tool. Max Ansbacher's book is an excellent starting point for investors seeking a clear, nontheoretical introduction to options." -Jack Schwager, Author of Market Wizards and The New Market Wizards "As a broker on the S P options floor for the past eight years, I find that The New Options Market, unlike other option books, represents a clear, practical approach to trading options. Both the professional and the novice will benefit from the comprehensive coverage of all aspects of option trading." -Kevin M. Maclean, V.P., Fimat, U.S.A. "Max Ansbacher is a true professional-one of today's most experienced option brokers and traders. His expertise stands out in this new edition of his book as it has in the previous editions. The fact that Max is a maestro at writing options is evident in the quality of the chapters on option selling." -Lawrence G. McMillan, President of McMillan Analysis Corp. and author of McMillan on Options About the Author MAX ANSBACHER is a successful options professional who has been trading options since their inception. As President of Ansbacher Investment Management, he manages over \$30 million in

accounts and is frequently featured in the Wall Street Journal, the New York Times, and numerous other business publications. He also appears regularly as a guest on CNBC and other financial news networks. Before founding Ansbacher Investment Management, he managed discretionary accounts for twenty years with Bear, Stearns Co., Inc.