



The Art of Short Selling

By Kathryn F. Staley

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A one-of-a-kind book that shows you how to cash in on the latest investing trend--short selling

"The Art of Short Selling is the best description of this difficult technique."--John Train, Train, Thomas, Smith Investment Counsel, and author of The New Money Masters

"Kathryn Staley has done a masterful job explaining the highly specialized art of short selling. Her approach to telling the true stories of famous investment 'scams' will keep the reader spellbound, while teaching the investor many crucial lessons."--David W. Tice, Portfolio Manager, Prudent Bear Fund

"Selling short is still a misunderstood discipline, but even the most raging bull needs to know this valuable technique to master the ever-changing markets."--Jim Rogers, author, Investment Biker

On the investment playing field, there is perhaps no game more exciting than short selling. With the right moves, it can yield high returns; one misstep, however, can have disastrous consequences. Despite the risk, a growing number of players are anteing up, sparked in part by success stories such as that of George Soros and the billions he netted by short selling the British pound. In *The Art of Short Selling*, Kathryn Staley, an expert in the field, examines the essentials of this important investment vehicle, providing a comprehensive game plan with which you can effectively play--and win--the short selling game.

Whether used as a means of hedging bets, decreasing the volatility of total returns, or improving returns, short selling must be handled with care--and with the right know-how. As Staley points out, "Short selling is not for the faint of heart. If a stock moves against the position holder, the effect on a portfolio and net worth can be devastating. Investors need to understand the impact on their accounts as well as the consequences of getting bought in before they indulge in short selling." *The Art of Short Selling* guides you--clearly and concisely--through the ins and outs of this high-risk, high-stakes game.

The first--and most important--move in selling short is to identify flaws in a business before its share prices drop. To help you tackle this key step, Staley

shows you how to evaluate company financial statements and balance sheets, make sense of return ratios, detect inconsistencies in inventory, and analyze the statement of cash flows. Through real-world examples that illustrate the shorting of bubble, high multiple growth, and theme stocks, you'll proceed step by step through the complete process and learn to carry out all the essentials for a successful short sell, including quantifying the risk factor and orchestrating correct timing, as well as implementing advanced valuation techniques to execute the sell/buy.

Packed with landmark, cutting-edge examples, up-to-the-minute guidelines, and pertinent regulations, The Art of Short Selling is a timely and comprehensive reference that arms you with the necessary tools to make a prepared and confident entrance onto the short selling playing field.

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Editorial Review

Amazon.com Review

To "sell short" on Wall Street, an investor finds overpriced stocks and then deals them before actually buying them. Regularly falling in and out of favor, the discipline remains one of the financial market's highest-risks but most profitable practices. *The Art of Short Selling* by Kathryn Staley, an expert in the field, uses examples and instructions to show how it can be done successfully--while cautioning that it "is not for the faint of heart."

From the Publisher

Imagine selling a stock or security you don't own at a high price, buying the shares later at a lower price when the stock falls, and then pocketing the difference for a handsome profit. This timely guide takes readers through the entire process of short selling, from what it is to exactly how, when, and why to sell short. Up-to-the minute trading examples, guidelines, and pertinent regulations clearly illustrate the most current applications and techniques of short selling.

From the Back Cover

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Users Review

From reader reviews:

James Jean:

Have you spare time for any day? What do you do when you have a lot more or little spare time? Yep, you can choose the suitable activity regarding spend your time. Any person spent their own spare time to take a go walking, shopping, or went to the particular Mall. How about open or even read a book allowed *The Art of Short Selling*? Maybe it is to get best activity for you. You already know beside you can spend your time together with your favorite's book, you can more intelligent than before. Do you agree with its opinion or you have other opinion?

Gregory Richards:

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Joseph Boyd:

Playing with family in a park, coming to see the sea world or hanging out with buddies is thing that usually you may have done when you have spare time, then why you don't try factor that really opposite from that. 1 activity that make you not sense tired but still relaxing, trilling like on roller coaster you are ride on and with

addition associated with. Even you love The Art of Short Selling, it is possible to enjoy both. It is good combination right, you still wish to miss it? What kind of hangout type is it? Oh seriously its mind hangout fellas. What? Still don't have it, oh come on its known as reading friends.

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