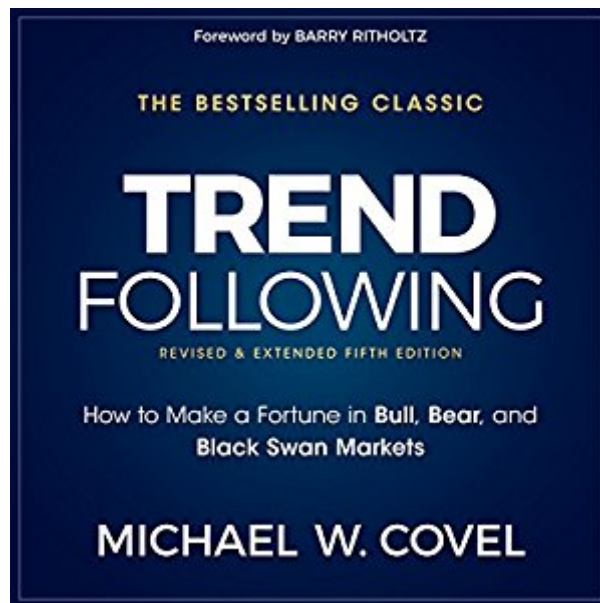




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Trend Following, 5th Edition: How To Make A Fortune In Bull, Bear And Black Swan Markets



Synopsis

Want to take the financial journey to a new investing philosophy that might very well affect the rest of your moneymaking life? No one can guarantee the yellow brick road, but Michael Covel promises the red pill will leave you wide awake. Trend Following reveals the truth about a trading strategy that makes money in up, down, and surprise markets. By applying straightforward and repeatable rules, anyone can learn to make money in the markets - whether bull, bear, or black swan - by following the trend to the end when it bends. In this timely reboot of his best-selling classic, Michael Covel dives head first into trend following strategy to examine the risks, benefits, people, and systems. You'll hear from traders who have made millions, and learn from their successes and mistakes - insights you'll only find here. You'll learn the trend philosophy and how it has performed in booms, bubbles, panics, and crashes. Using incontrovertible data and overwhelming supporting evidence, with a direct connection to the foundations of behavioral finance, Covel takes you inside the core principles of trend following and shows everyone, from brand new trader to professional, how alpha gets pulled from the market. His newest edition has been revised and extended, with seven brand new interviews and research proof from his one-of-a-kind network. This is trend following for today's generation. If you're looking to go beyond passive index funds and trusting the Fed, this cutting-edge classic holds the keys to a weatherproof portfolio. PLEASE NOTE: When you purchase this title, the accompanying reference material will be available in your My Library section along with the audio.

Book Information

Audible Audio Edition

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Customer Reviews

This book is a lot of Trend Following worship. Are you curious as to why all other systems, especially buy & hold, are lousy? This book spends 100s of pages trying to convince you of that. Examples-after-example of why trend following is the one true faith and all others are false idols. Kudos to the author for doing his homework. He has so much direct and indirect of (presumably) all the leaders in this space. He provides transcripts of first-hand interviews, examples of their funds' return history, and a persuasive tone that will motivate many to believe its the TF-way of the highway. Two main points of concern. The first is the book's editor failed the author. Mr Covell clearly did lot of research and I feel that every single fact, anecdote and piece of data he uncovered is included. Don't equate length of the book to value. Much of the text is verbatim interviews with the TF gurus. Additionally there are so many quotes that they lose whatever motivational or educational value the author intended. Seriously, it feels like at least one per page. If you're reading on the kindle, it's worse. The quotes are interspersed with the text and only italic font distinguishes the quotes from the narrative. Even the author mentioned this is a recent podcast. The second point of concern was my biggest disappointment in this highly anticipated book: the book will not teach you how to be a trend follower. Perhaps it's best to explain by describing what I was hoping to see. Techniques. The author devotes a few pages to describing a system in detail, using moving average crossovers, but does not explain them with the same repetitive, elementary language that he uses to explain why TF is fantastic. The author mentions that traders need a toolkit, but never explains for what should be included in there. He mentions back-testing, but never guides the user how to actually back test a system. Where are the other indicators, their uses, strength/weaknesses? Charts. Charts. Charts. I would welcome the inclusion of charts. Charts on stocks or futures identifying when a TF would have entered or exited and the rationale. I found a few charts in Chapter 4 showing entry and exit points, but never why a trade was made at that point. Stories of actual trades: successful ones and why they worked. Failures and what went wrong? Was there a human bias? Did it violate the trader's system? I seriously doubt the author is an TF investor; at least a successful one. It appears to me he makes his living worshiping the TFs and their success not trying to emulate it. If you're interested, I found "High probability trading : take the steps to become a successful trader (Professional Finance & Investment)" to be a wonderful book that includes all the items I hoped to find in this book (first-person account, dozens of trade examples, details on several indicators, back-testing guide, suggestions on dealing with the human emotions that can hinder any trading system.).

This is the Bible for trend following traders. The book contains the principles and concepts that you

will need to get inside the mind of the greatest trend following traders in the world. It will teach you the key principles that the most successful money managers use to profit from trending markets through the systematically trading managed futures. After personally reading several hundred trading and investing books I have to say this book ranks easily in the top 5 titles in my personal library. This is a thorough book and covers every area a trend follower will need, risk management, psychology, creating systems, the nature of trends, asymmetric trading, and the huge difference in using reactive technical analysis versus predictive technical analysis. Instead of being influenced by the media and mutual fund propaganda author Michael Covel cuts through all the pundits opinions about the market and presents how the most successful money managers and traders really make huge cumulative returns over long periods of time. How do they trade over many markets and consistently grow capital? They use proven systems that identify and follow trends. They create systems that give them entry and exit signals along with risk management parameters. They are not experts on the fundamentals of any market, but their systems are masters of capturing the price trends in markets. They cut their losses short when they are incorrect but when they are right they let the winning trade run as far as possible. They also unemotionally exit losses when their stop loss is triggered and they exit winning trades when their exit signal says the trend is coming to an end or reversing. They attempt to capture a big part of a trend, not buying at the low or selling at the high, but waiting for the market to tell them to get in and then when to get out. Readers want proof that trend following trading works? You will see quantitative data in this book showing the returns of many trend followers. The interviews he shares of many legends are well worth the read. How powerful are these principles? John W. Henry bought the Boston Red Sox with his profits from managing his trend following fund. The book documents records from year after year of successful trading by many trend following funds. Trend followers do not try to predict the future, they only follow the trend and momentum of the market and get in or out when their system tells them to do so while using careful position sizing and the leverage of futures contracts. Trend Followers go both long and short based on their systems with no bias to bullishness or bearishness. While they may at times have steeper draw downs in the short term they almost always have returns on capital in the long term. They almost always find themselves positioned correctly during big events, bubbles, crashes, and panics because the market was already giving signals through price action with the herd behavior showing fear or greed. This edition expands on how the trend followers made huge returns during October of 2008 because they were already short due to the trend at the beginning of the month. Trend followers made major returns in the financial panic of 2008-2009 while the vast majority of investors lost severely. This book will take you inside the minds of some of the

world's greatest trend traders. I assure you as a trader this could be the best \$25 you will ever spend. Many years ago an earlier edition of this book really helped me solidify my trading systems and plans and understand how to make money from trends alone. I give this book and Michael Covel the most credit for teaching me in advance how to think like a quantitative trader and not an investor during the carnage of the financial panic. Covel's books saved me from large losses by changing my perspective from predictions and opinions to trend following in my personal accounts. This new edition adds enough new content that makes another read through well worth it for me. This is the third time reading this book. I am so glad that I received an early review copy of this book. I feel like this edition with its high quality printing and new content and updates could be the bible of trading. Not just trend following but trading as a whole with all the concepts explored in such great detail. Quite an amazing improvement to the book I already considered in the top 5 trading books every published. I bought and own all of Michael Covel's books and highly recommend them all.

Great gets greater!

About three years ago I met a couple of young trend followers in NC (they are mentioned in the acknowledgments of the book), and became fascinated with possibilities of using systems to manage portfolios. These guys had a managed futures fund and were applying trend to asset allocation strategies. Rules based and purely systematic sounded like sweet music to my ears. So when I inquired as to the best way to deprogram 25 years of modern portfolio BS from my brain, they handed me Covel's second edition and sent me a link to his podcast. In a matter of weeks, I was becoming conversant and knowledgeable about the efficacy of systematic investing, and have since joined these two friends as a partner in the firm. Michael did his part - in spades. So as you would guess I had the book on pre-order and was as happy as could be to receive it the day after release. I read most of it the next two days and enjoyed the updated information. One of my favorite aspects of the trend following community is the fact that everyone is so willing to share their ideas and lessons learned. As evidenced by the terrific interviews in this new edition, Michael is a respected leader of our community and I recommend his book - to every investor. Not just trendfollowers. Trend is a risk system that anyone allocating to the capital markets should understand. Buy it you will enjoy it!

GREAT BOOK so much more detail the number one book for anybody who wants to make money

in the markets :)

Filled with great examples, a truly interesting and thought-provoking book. The interviews are worth every bit of this book.

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