

The Art of Trend Trading: Animal Spirits and Your Path to Profits

By Michael Parness

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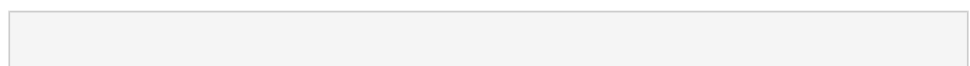
Look inward for the missing piece to your trading strategy

The Art of Trend Trading bucks the trend of technicality to show readers how instinct and strategy can unite to bring about consistent investment success. Rather than diving ever-deeper into the overdone world of complicated modeling and forecasting techniques, trader, CEO, and bestselling author Michael Parness explains how making intuition a part of your investment strategy tends to result in more long-term profit. Using animal spirits as a metaphor and tool, Parness helps readers understand how their natural tendencies may run counter to their strategy, and how this dichotomy may be the shackle holding them back from true market success. Readers will learn how this perspective lifted Parness from homelessness to making millions in both Bull and Bear markets, and will start developing their own market instinct as they refine and tune into their own natural intuition.

Everyone's looking for the "ultimate" system, a way to "game the market" and uncover the "secret" to successful investing. Over the years, Parness has observed that the best traders – those who consistently make money – are the ones that use instinct and intuition, as well as strategy. This book shows you how to identify the natural trader within, and use your gut to inform an ever-evolving investment plan.

- Follow the author's journey from homelessness to millionaire
- Identify and understand your own strengths and weaknesses
- Develop your instinct alongside your strategy
- Take a lesson from traders making consistent money

There's no substitute for good strategy, but it's no secret that some strategies seem to be more profitable than others. *The Art of Trend Trading* helps you find that missing piece and turn it into more consistent investment success.



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The Art of Trend Trading: Animal Spirits and Your Path to Profits By Michael Parness Bibliography

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Editorial Review

From the Inside Flap

Are you still looking for the ultimate trading system? A way to game the market and uncover the secret to profitable investing? You should be looking for *your* system—the strategy that aligns with your personal style of trading—because the one thing all consistently successful traders have in common is relying on their instinct and intuition when managing investment plans. They look beyond the formula to *The Art of Trend Trading*.

Celebrity trader, bestselling author, and CEO Michael Parness shares his personal insights into how a full spectrum of trading styles move by animal spirits more than steadfast fundamentals, and then provides the practical ways you can grow your wealth by factoring human behavior into your trading strategy. Whether you're a newbie trader or a Wall Street influencer, this book has what you need to succeed. Michael's refreshing explanations bring to life the moment when gut instinct drives technique and brilliant traders take more profit out of the market than run-of-the-mill technicians. Through the same evocative, mind-opening delivery style that sells out his seminars year after year, Michael takes you through every step of his entire thought process. The book will explore:

- Using technical analysis to trade gaps
- Riding trends while managing risk
- Trading the intraday time frames when power trading
- Profiting in bull and bear markets by trading options
- Making your daily goals in an hour or less

Markets are measured by concrete numbers, which often makes traders forget they are applying their algebraic trading systems to a human-driven industry. Just ask Michael—he'll tell you financial freedom starts with *The Art of Trend Trading*.

From the Back Cover

Look inward for the missing piece to your trading strategy

The Art of Trend Trading bucks the trend of hardcore fundamentals to show you how blending instinct and strategy is the longtime secret successful investors don't talk about. Legendary trader Michael Parness reveals the psychological edge missing from too many trading strategies solely focused on technical indicators. By using animal spirits as a metaphor and tool, he shows you how some traders' natural tendencies may run counter to their strategies, and how this dichotomy may be the shackle holding them back from maximizing their take of the markets. Start developing your own market instinct right away by following Michael's coveted guidance for tapping into your natural intuition. To facilitate your transformation, you will:

- Discover the actual methods Michael used to turn himself into a millionaire with roughly \$33,000
- Customize a trading approach based on your own strengths and weaknesses
- Take action steps to develop your instinct as part of your strategy
- Hear from real-world traders drawing consistent money from the markets

Use *The Art of Trend Trading* to acquire wealth like an animal.

About the Author

Michael Parness is Chief Trader and Educator at Affinity Trading and CEO of World Series of Trading, the world's first Fantasy Sports for Stocks educational platform. He has been featured as an expert on CNBC, FOX News, CNN, Reuters, Bloomberg, and many other programs, and his rags-to-riches life story was optioned by actor and director Dustin Hoffman. He has also been honored at the United Nations for his charity work with abused children, and his best-selling book, *Rule The Freakin' Markets!*, has provided thousands of individual investors with practical trading tips for reading the markets and trading with confidence—without the help of brokers or analysts. He is the proud father of two beautiful daughters, Emma Grace and Joelle.

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