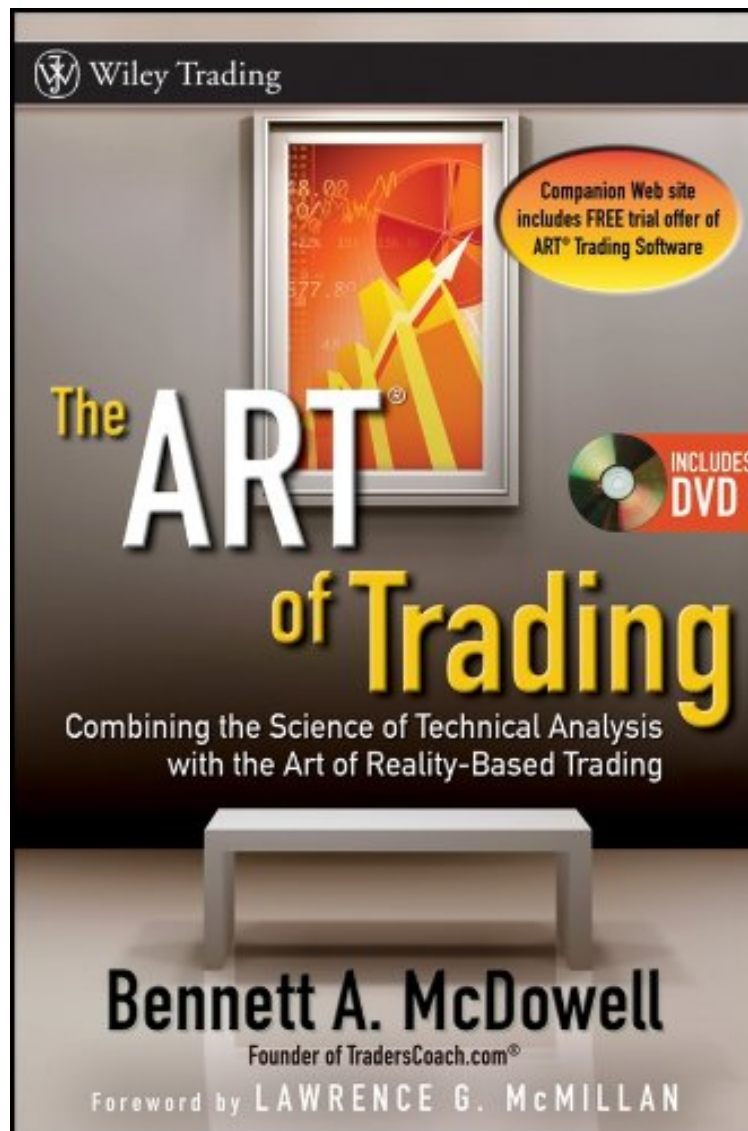


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The ART of Trading: Combining the Science of Technical Analysis with the Art of Reality-Based Trading (Wiley Trading)

Bennett A. McDowell

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An expert in the field of finance reveals his proven trading system As a trading coach and financial advisor, Bennett McDowell has used his own proprietary trading system--Applied Reality Trading or ART to enhance the performance of his clients' portfolios. Now McDowell outlines the unique benefits of his system and makes the case for trading the reality--not the fantasy--of financial markets. Readers will discover the importance of simplicity in a trading approach; how to develop "The Trader's Mindset;" how to use ART(r) technical analysis software; and much more. The ART of Trading will enlighten readers in how to use reality to enrich both their financial portfolio and their own financial psychology.

From the Inside FlapAs a trading coach and financial advisor, Bennett McDowell used his own proprietary trading system--Applied Reality Tradingreg; or ARTreg;--to enhance the performance of his clients' portfolios. Now, with this new book, McDowell reveals the unique benefits of his system and makes the case for trading the reality, not the fantasy, of the financial markets. The ART system is based on reality, and here you'll find the specifics on how to use reality to improve your trading and investing endeavors--whether you deal in stocks, bonds, the Forex market, commodities, or options--and you'll learn how to overcome the volume of information generated by today's markets. Divided into five comprehensive parts, this reliable resource offers an extensive look at how the ART system and its companion software--which is compatible with a variety of platforms--can help you execute exact trade entries and exits, control risk, and capture consistent profits. Step by step, you'll discover how to: Use price and volume, the true realities of the market, to minimize distortions in your financial decision-making Combine technical analysis with live streaming market data to excel in your trading and investing Select the right financial market and the right time frame for you Apply advanced ART techniques to your trading rules, once you've become familiar with the overall system Benefit from ART Trading Software first hand--a free trial of the software is included with the purchase of this book While ART adds structure to your trading and investing activities, it can also be tailored to fit your personal style and experience level. You can use ART to trend trade, scalp, or countertrend trade--or you can use it to time your investments. As you'll see, ART is capable of doing all this and much more since it's not a "Black Box" trading system. It takes both a winning methodology and the right trading software to achieve success in today's markets. With The ARTreg; of Trading as your guide, you'll be introduced to a program that encompasses these essential elements and allows you to take control of your financial future. Don't forget to view the DVD that accompanies this book. It skillfully illustrates the many concepts that have been presented throughout these pages and brings ART Trading Software to life.

From the Back CoverPraise for ART of Fair Trading "McDowell's reality-based trading plan is fully disclosed in this book covering technical analysis, money management, risk control, paper trading, and the psychology of trading . . . everything a serious trader or investor needs. It's a well thought-out strategy and certainly worth the investment." --Julie Craig, Vice President, eSignal "McDowell shares his trading techniques using the ARTreg; trading system that helps you identify the direction of the market and provides entry points as well as an exit strategy with stops to minimize losses and maximize gains. This book does not overwhelm you with massive technical jargon but gives you a simplified approach. Clearly, this is a trading book worth reading for any serious trader." --Larry Jacobs, Editor, Traders World magazine "This book is the most comprehensive introduction to developing a trading system I have ever seen. It's a thorough explanation of how to trade a wonderful software package, ART, which I have been using for four years. This is my idea of fun!" --Philip Pitts, ARTreg; Trader "Here is a book that teaches you about trading from the heart and mind of a professional trader. Bennett McDowell has successfully combined the ART and SCIENCE of trading in a well thought-out, structured approach. Focusing on the essentials that a trader needs to deal with, this book will provide an edge for today's trader. I highly recommend The ARTreg; of Trading as a model for all aspiring and experienced traders alike." --Sandy Jadeja, Chief Market Strategist and Editor, London Stock Exchange "This is the kind of book that fires my personal testing ideas; it features simple concepts explained in a straightforward manner. The theories lead to pragmatic systems that can be used in turnkey fashion or modified according to the reader's discretion. I anticipate many happy hours in the research lab." --Art Collins, author, trader, and Contributor to Futures magazine

About the AuthorBennett A. McDowell is the founder of TradersCoach.comreg; and an expert in both technical analysis and complex trading platforms. As a financial advisor and broker, McDowell used his own proprietary trading system to serve a community of high-net-worth clients. This system later became known as Applied Reality Tradingreg; or ART, and today is used by traders and investors in more than forty countries around the world. McDowell lectures frequently and writes articles for many leading trading publications, including Technical Analysis of Stocks Commodities magazine. He is a recognized leader in trading education and is honored to be a member of the eSignal "Trading with the Masters" team.