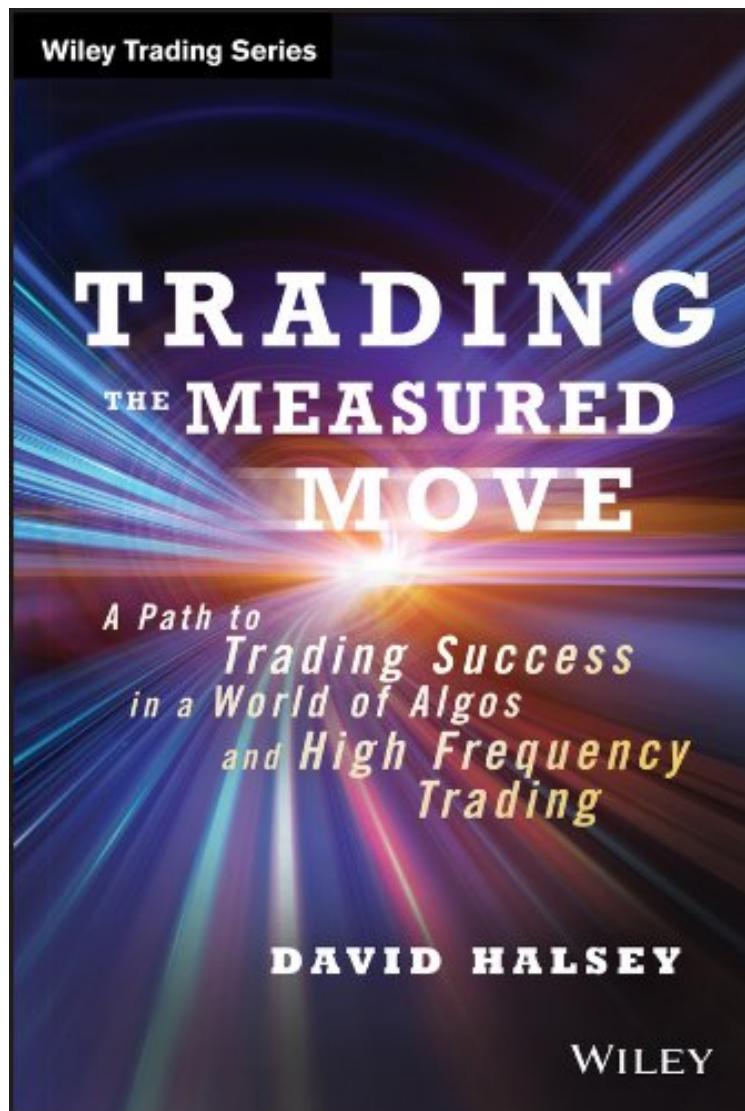


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Trading the Measured Move: A Path to Trading Success in a World of Algos and High Frequency Trading (Wiley Trading)

David Halsey

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A timely guide to profiting in markets dominated by high frequency trading and other computer driven strategies Strategies employing complex computer algorithms, and often utilizing high frequency trading tactics, have placed individual traders at a significant disadvantage in today's financial markets. It's been estimated that high-frequency trading; one form of computerized trading; accounts for more than half of each day's total equity market trades. In this environment, individual traders need to learn new techniques that can help them navigate modern markets and avoid being whipsawed by larger, institutional players. Trading the Measured Move offers a blueprint for profiting from the price waves created by computer-driven algorithmic and high-frequency trading strategies. The core of author David Halsey's approach is a novel application of Fibonacci retracements, which he uses to set price targets and low-risk entry points. When properly applied, it allows traders to gauge market sentiment, recognize institutional participation at specific support and resistance levels, and differentiate between short-term and long-term trades at various price points in the market. Provides guidance for individual traders who fear they can't compete in today's high-frequency dominated markets Outlines specific trade set ups, including opening gap strategies, breakouts and failed breakout strategies, range trading strategies, and pivot trading strategies Reveals how to escape institutional strategies designed to profit from slower-moving market participants Engaging and informative, Trading the Measured Move will provide you with a new perspective, and new strategies, to successfully navigate today's computer driven financial markets

From the Inside Flap If you are an individual retail trader, you are competing with traders who have access to massive amounts of capital allocated by algorithms designed by brilliant mathematical minds and running on the ultrafast computers of the world's largest financial institutions. These traders have changed the rules for the foreseeable future and have placed you at an unprecedented disadvantage. Trading the Measured Move offers individual retail traders a big-picture understanding of today's market, plus the necessary details of how to trade fearlessly and profit in such a competitive marketplace. With Trading the Measured Move, investing expert David Halsey; founder of the popular website EminiAddict.com; outlines a new and unique approach to investing success that draws on Fibonacci retracements (Fibs) within a series of measured moves across multiple time frames. Based on years of research and Halsey's own experience, Trading the Measured Move identifies a set of trading rules commonly used by quants and unveils the personalities of a wide range of trading instruments; each created by the movement of substantial amounts of institutional capital every trading day. The book offers a step-by-step blueprint for creating a trading plan built upon a dynamic framework of fundamental principles flexible enough to support an individual's trading personality. Once mastered, Halsey's powerful method can help any trader successfully navigate this new and previously uncharted trading environment. In addition to the technical explanations of his winning process, David Halsey includes compelling sidebars where he talks about personal experiences that led to specific discoveries and the "aha!" moments in the development of this proven methodology. Written to be an accessible resource, this clear and precise guide can be used by both novice and seasoned traders. Trading the Measured Move offers traders at all levels a new method for riding the coattails of massive amounts of institutional money and will put them in a better position to make substantial profits along the way. From the Back Cover Today's high-profile traders, who work for large financial institutions, have access to almost unlimited amounts of capital allocated by algorithms that are designed by skilled mathematicians to run on super computers. In Trading the Measured Move, David Halsey; founder of the website EminiAddict.com; offers individual retail traders a method for meeting the challenge of competing with these high-flying traders and shows what it takes to profit in this highly competitive marketplace. Now traders at all levels of expertise can learn how tap into Halsey's unique approach to investment success by drawing on Fibonacci retracements (Fibs) within a series of measured moves across multiple time frames. Drawing on Halsey's personal experience as well as years of research, this important resource outlines a set of trading rules used by sophisticated traders who commonly rely on algorithmic trading strategies based on quantitative analysis. Filled with illustrative examples, solid data, and a fresh approach to investing, Trading the Measured Move will put you in a better position to achieve financial success. About the Author DAVID HALSEY is founder of the website EminiAddict.com, which provides trader education and market commentary. His focus is day trading and swing trading stock index futures utilizing techniques designed to stay on the right side of institutional order flow and identify short-term setups. Halsey provides a daily market analysis, predictions, and an interactive forum for his subscribers. His videos are utilized by

several brokerage firms and disseminated to their clients.