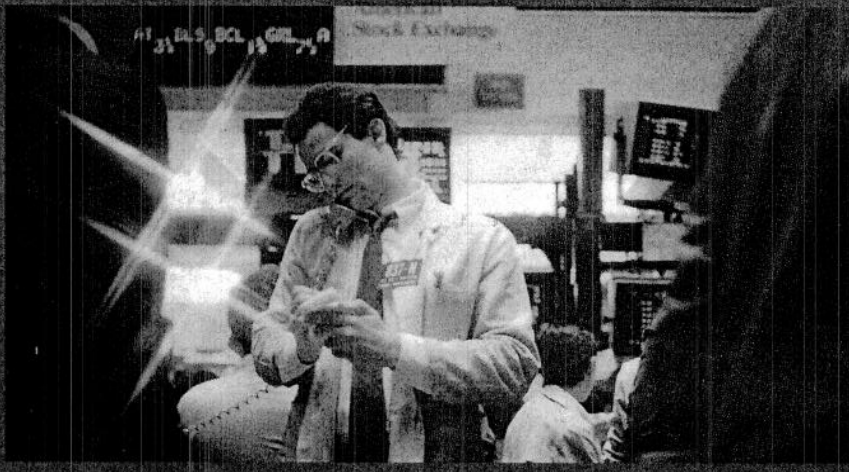


# THE ELEMENTS OF SUCCESSFUL TRADING



*DEVELOPING YOUR COMPREHENSIVE  
STRATEGY THROUGH PSYCHOLOGY,  
MONEY MANAGEMENT, AND  
TRADING METHODS*

ROBERT P. ROTELLA

# THE ELEMENTS OF SUCCESSFUL TRADING

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Here is a complete handbook for the trader—everything you need to develop a personalized trading strategy that combines market analysis, sound money management skills, and the psychology of a winner to make profitable trades.

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- how to develop the winning psychology of a successful trader

Plus, the book contains over 200 detailed graphs depicting everything from market trends and yields to return analysis on investments.

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With the growing pressure to perform at a high level of efficiency, a successful trader must have a clearly defined strategy that encompasses trading methodology, money management, and psychology.

This comprehensive resource helps you develop a *personal trading strategy* that combines market analysis, money management skills, and psychology to obtain success for yourself and your clients in any type of market—futures, stocks, bonds, foreign exchange, and others.

This book is based on the author's popular classes at New York University and the New York Institute of Finance, and on his experience in trading in diverse markets for over 10 years. This Guide covers every aspect of the trading process: fundamental and technical analysis ... determining entry and exit points when trading ... analyzing risk and reward in trading ... understanding the psychology of trading ... and more.

Plus, the Guide contains over 200 graphs depicting everything from technical studies, inverted markets, options analysis, and risk and return.

No matter what trading question you might have, the Guide is right there with the answer. For example:

- How does the risk of buying and selling options compare to outright purchase or sale of the underlying security or future? (Chapter 14)

(continued on back flap)



(continued from front flap)

- What are some major weaknesses of the efficient market hypothesis? (Chapter 2)
- How do political and economic situations affect trading risk? (Chapter 23)
- What are the advantages and disadvantages of technical analysis? (Chapter 9)
- How do you develop a proper mindset for trading? (Chapter 30)
- What are the best ways to determine market volatility? (Chapter 17)
- Why are some people successful in trading while others are not? (Chapter 29)
- And much more!

For novice and seasoned traders alike, **The Elements of Successful Trading** provides an understanding and thorough approach to developing and implementing a practical and successful trading strategy for use in any market.

#### ABOUT THE AUTHOR



**Robert P. Rotella**, a member of the Coffee, Sugar, and Cocoa Exchange, has been an independent futures trader for over seven years. He is a Commodity Trading Advisor (CTA) and trades for himself and institutional clients.



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