



Electronic Day Trading to Win

Bob Baird, Craig McBurney

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Wiley online trading for a Living

Real tactics for real profits—anytime, anywhere!

In this authoritative and educational guide to electronic day trading, experts Bob Baird and Craig McBurney cut through the media hype to reveal the truth about this revolutionary new form of trading: virtually anyone armed with the new generation of inexpensive, user-friendly digital trading technology now has the power to make markets and reap rewards traditionally enjoyed exclusively by the big brokerage houses—provided they are fully trained. Day trading for a living can be a profitable endeavor; day trading on a lark, without proper know-how, is not only unwise but can be dangerous to your risk capital.

Backed by their experience as successful electronic day traders, Baird and McBurney provide the expert guidance you'll need to thrive in this increasingly popular trading arena. Following a preliminary review of market basics, the authors cut to the chase with a complete hands-on tutorial in all practical aspects of electronic day trading. They introduce you to SOES and electronic communication networks (ECNs), and show you how to use them to execute trades instantaneously, thereby eliminating excessive broker fees and poor fills due to lag-times between order placements and executions. In addition to walking you through such nuts-and-bolts issues as the computer trading screen setup and assessing trading rooms, the authors provide priceless pointers on how to anticipate the impact of the news on the marketplace and exploit the subtleties of trading psychology. Baird and McBurney also explore various day trading strategies and styles—such as market timing, scalping, momentum, and swing trading—and help you successfully adopt the ones best suited to your personality and goals.

A complete hands-on guide to today's most exciting form of trading, *Electronic Day Trading to Win* is an indispensable training tool for newcomers and experienced day traders alike.

Master the Electronic Trading Game!

Here's your opportunity to learn everything you need to know to become a successful full-time or part-time electronic day trader. You'll never need a broker again! Online day trading pioneers Bob Baird and Craig McBurney provide you with a wealth of how-to information on:

- Why electronic beats online trading
- Setting up a home-based trading room
- Trading screen setup and customization
- Level II data — why you need it
- Day trading styles and strategies
- Understanding and using SOES
- Selecting an ECN
- Market psychology and technical analysis
- And much more!

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