



Trend Following (Updated Edition): Learn to Make Millions in Up or Down Markets

By Michael W. Covel

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Michael Covel is the author of five books: including the international bestseller, *Trend Following* and his investigative narrative, *The Complete TurtleTrader*. Fascinated by traders that quietly generate spectacular returns, those going against the grain of investment orthodoxy, he has uncovered astonishing insights about how they think, strategize and execute their systems.

His cutting-edge and unorthodox perspectives have garnered international acclaim and have earned him invitations with: China Asset Management Co., Ltd., GIC Private Limited (Singapore sovereign wealth fund), BM&F Bovespa, Managed Funds Association, Bank of China Investment Management, Market Technicians Association. He also has the distinction of interviewing four Nobel Prize winners in economics, including Daniel Kahneman and Harry Markowitz and has been featured by major press, including: The Wall Street Journal, Bloomberg, CCTV, The Straits Times and Fox Business.

Covel's **Trend Following Podcast** now has over 2.5M listens (trendfollowing.com/podcast) and has ranked as high as #2 on iTunes. He splits his time across USA and Asia and sees location independence as our future.

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Editorial Review

Review

“Michael Covel’s Trend Following: Essential.”

--Ed Seykota, trend follower for 35 years and original Market Wizard

"For my staff, Michael Covel's Trend Following is required reading."

Larry Hite CEO, ISAM,

Originally profiled in The Market Wizards by Jack Schwager

"My favorite of the new TA [technical analysis] books is 'Trend Following' by Michael Covel.

Straightforward, easy to read, this book is rich in details about why trend following is such a successful strategy amongst some of the world's best-performing hedge funds."

Barry Ritholtz, The Big Picture

“A mandatory reference for anyone serious about alternative investments.”

--Jon Sundt, president and CEO, Altergris

"I think that Michael's Trend Following is an outstanding read from which all investors can learn to trade markets better by limiting their risks and maximizing their profits through a more disciplined approach to investments."

Marc Faber

Managing Director, Marc Faber Limited

Editor, Gloom, Boom & Doom Report

"I think the book did a superb job of covering the philosophy and thinking behind trend following (basically why it works). You might call it the Market Wizards of Trend Following."

Van K. Tharp, Ph.D.

Author of Trade Your Way to Financial Freedom

"Michael Covel does an excellent job of educating his readers about the little-known opportunities available to them through one of the proven best hedge fund strategies. This book is like gold to any smart investor."

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"Michael Covel's book is the definitive guide to trend trading. Backed by real world results from some of the biggest and best money managers in the United States, his book will put you on the path to successful trend trading."

Larry Connors

TradingMarkets.com

"Michael Covel's Trend Following is a breakthrough book that captures the essence of what really makes markets tick. Diligently researched and comprehensive in

scope, it will replace Market Wizards as the must-read bible for a new generation of traders."

Jonathan Hoenig
Fox News Contributor

"Trend Following: Definitely required reading for the aspiring trader."

David S. Druz
Tactical Investment Management

"I think that this book documents a great deal of what has made Trend Following Managers a successful part of the money management landscape (how they manage risk and investment psychology). It serves as a strong educational justification on why investors should consider using Trend Following Managers as a part of an overall portfolio strategy."

Tom Basso
Originally profiled in The New Market Wizards

From the Back Cover

Today, you need trend following more than ever. Read this bestselling book, and put it to work for you!

- Real proof, real data, real results
Includes over a decade of detailed performance charts
- All the Information You Need...in One Number
Why the market price still tells you all you need to know to trade--and always will--in both bull and bear markets
- Pinpointing Targets of Opportunity
What to trade, when to trade, and how much to trade
- Meet Today's Leading Trend Followers
Extraordinary trader profiles, from David Harding to John W. Henry to Ed Seykota

About the Author

Discover the investment strategy that works in any market. The one strategy that works in up and down markets, good times and bad.

- *Trend Following* has become the classic trading book accepted by the great pro traders as their standard.. Learn how Trend Followers delivered fantastic returns while everyone else was losing their shirts.
- Simple charts and instructions help you use Trend Following no matter where the market goes next.
- Includes new profiles of top Trend Followers who've kept right on profiting through the toughest markets.

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