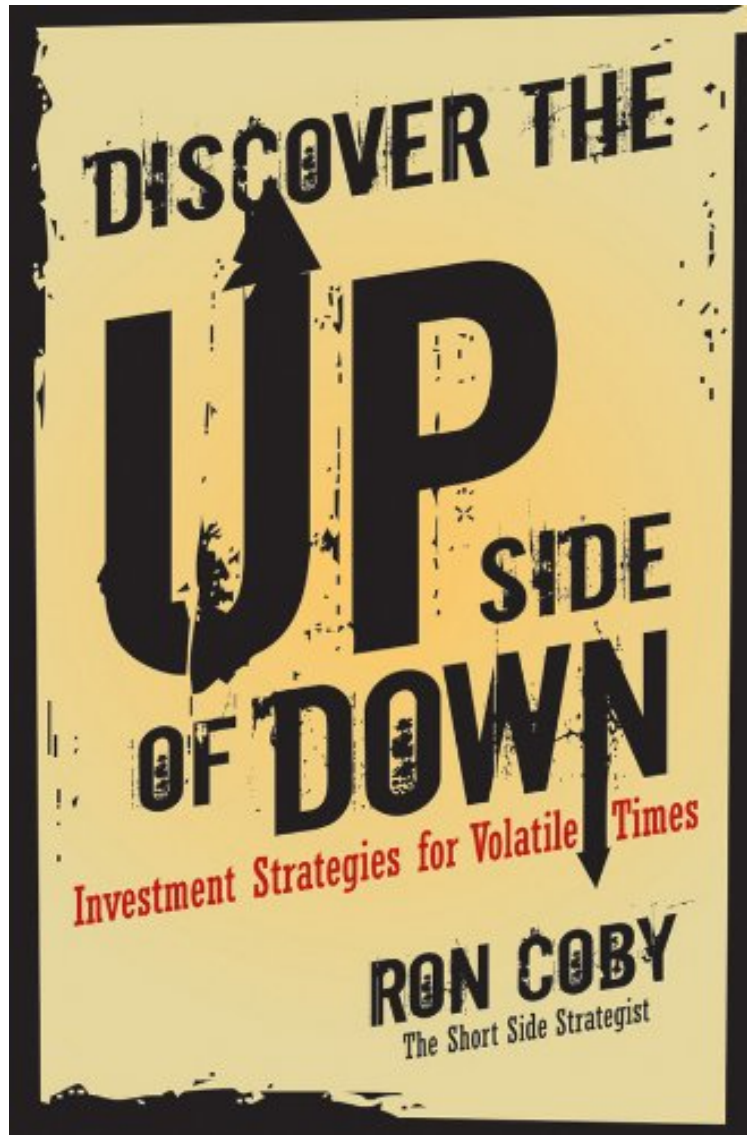


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Discover the Upside of Down: Investment Strategies for Volatile Times

Ron Coby

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Ron Coby : Discover the Upside of Down: Investment Strategies for Volatile Times before purchasing it in order to gage whether or not it would be worth my time, and all praised Discover the Upside of Down: Investment Strategies for Volatile Times:

4 of 4 people found the following review helpful. Not worth your timeBy AndrewIf you are at all familiar with investing and understand elementary economics then this book will bore you. The author made the mistake writing the book about the current events happening in 2008/2009, making the 'outlook' provided a little backward after the fact.

Coby writes page after page of doom and gloom and throws in every once in a while "and this is why you need a short strategy." You then find out in chapter 12 that this 'short strategy' Coby keeps mentioning and telling you he will teach you is "The Grail" that he and his partner developed and sell through a subscription service and asset management firm. The main points of the book are: 1. when others are overly bullish be bearish 2. when the fed raises rates sell stocks and go short. There is more to the book than these two points, but these two encompass the vast majority of what is written. The most interesting part of the book was in chapter 11 when he gives a story of pushing his car off a cliff, besides that just go read (free) blogs written about the market and economy by credible sources and you'll gain much better and more timely insight than this book. 0 of 0 people found the following review helpful. A Real Trader By Harold Sterling This book is great. Written by a Stock Broker who really cares about his clients. Ron writes subjectively about the current economic situation and the path that brought us here. He made it easy to understand about the two sides of every trade. As a business owner I can relate to many of his personal examples he writes about. I wish I had read it prior to 2008 I would have been able to weather these last 2 years more effectively. Great read. 0 of 0 people found the following review helpful. Enjoyable and insightful during these trying times By Christopher L. Acarregui Coby does an excellent job of explaining our current position with uses of friendly stories which most people can relate to. The book is insightful as it clarifies past financial strategies imposed by our government as well as commentary from the financial world. I found it helpful in understanding where we are heading as an economy and why.

Discover the Upside of Down enlightens readers and give them investment strategies for both protection and profits. Chapters include information on the hot button economic topics of today and for the foreseeable future: oil, gold, real estate, stocks, the dollar, the U.S. and global economies and the future outlook from a long term viewpoint for each. A timely book with a timely message, this book targets the investor concerned about maintaining their investments during volatile times.

"As anyone involved in finance has observed, the decade starting in 2000 has had 2 bear markets: 2000-2002 and now 2008-? The SP 500 has had a negative return in the last 10 years that looks like it will break the 1929-1938 10 years [0.89%]! A book on "short selling" is a necessity -- not an option -- if you want to maintain your capital. This book is an excellent description of the how to profit from shorting." --Victor Sperandeo, CEO of Alpha Financial Technologies, and author of *Trader Vic on Commodities* "In today's macro-driven environment, Ron provides a roadmap for investors to embrace macro factors in their investment decisions. Ron's entertaining stories make complex concepts understandable and help investors protect their downside. This is an insightful read about the pitfalls of not having a global macro viewpoint and the need to stick to a basic set of "Iron Law" investing rules to keep out of trouble." --Mark Argento, Senior Equity Analyst, Craig-Hallum Capital Group, LLC "Ron navigates the dangerous waters of today's markets and proves that he is much more profit than prophet, laying out a short side strategy that enables investors to surf volatility and come out a winner. Ron bares it all, and not just the glorious winners but the painful losers as well, using each to masterfully illustrate key principles. Like case studies, these investment stories put flesh on the cold hard axioms and make Ron's strategy come to life. This book is a pleasure to read." --Bob Scott, MBA, investor and fellow student of the "School of Hard Knocks" "I was privileged to read an early copy of this book prior to the financial meltdown in the markets. As the news headlines in the weeks that followed began to echo Ron's predictions seemingly play-by-play, I found the book to be almost chillingly clairvoyant in its timeliness, scope, and accuracy. It's clear, concise, and entertaining--a must read for today's "average Joe" investor." --Tom Burchill, author and "average Joe" investor From the Inside Flap A fierce economic battle is now raging between the forces of deflation and inflation--both attacking and devaluing your investments. The Federal Reserve is fighting these enemies on two fronts but has been in a losing battle, as confronting one only fuels the other. The Federal Reserve's biggest fear is the memory of 1929, when massive deflation, coupled with debt contraction, resulted in the Great Depression of the 1930s. With the current deflation of all major asset classes, the Fed is faced once again with similar circumstances. The question is, will the various strategies now being employed result in a different outcome, or are we destined to fall into the New Great Global Depression of the twenty-first century? Today, more than ever, you must have a "profit and protection" strategy to defend your investments against unexpected negative returns that could cause the stocks in your portfolio to be annihilated. In *Discover the Upside of Down*, Ron Coby explains these powerful forces and tells how they could truly destroy your portfolio and your future financial well-being if you're not prepared. He shows how to navigate your financial future in what is shaping up to be the roller-coaster ride of a lifetime and gives wise advice as to how to position your finances for the boom and bust periods that lie ahead. Coby explains that a more tactical investment strategy with strict risk discipline is required in this new era of extreme market volatility. Coby discusses how rampant "stagflation"--simultaneous bouts of monetary inflation with intensifying deflation of real assets and economic stagnation--have caused the value of most investments to go down while at the same time causing the prices of life's necessities to rise. He offers a detailed investment strategy to profit from the minefields created by the forces of deflation and inflation, including opportunities in stocks, oil,

gold, and the U.S. dollar, on the upside as well as the downside. His investment strategy and timing indicators will help you understand when it's time to sell stocks and protect your assets and when it's time to go back on the offensive in search of capital gains. In addition, he reveals his "10 Iron Laws of Investing"—wisdom drawn from his more than twenty years of experience in the investment business. With turbulent economic times now upon us, this book will be your ideal investment guide to navigate the tremendous market volatility that lies ahead for the U.S. and the global economy. This economic storm will eventually pass, and the protection and profit strategies in Discover the Upside of Down will help you both profit in the current environment and prepare you to take full advantage of a new bull market when the global economy moves forward once again.

From the Back Cover "This excellent book shows you an investment strategy that you can use immediately to protect your assets, increase your returns, reduce your risk, and achieve more of your financial goals in any market than you may have ever thought possible. Get it, read it, build these ideas into all of your financial and investment thinking for the rest of your life."—Brian Tracy, author, *Getting Rich Your Own Way* "Ron brings his high-energy trading style to this well-written, fast-moving book. His views are certain to raise a few eyebrows but he's never been one to line up with the establishment. He also keeps the arcane trading terminology to a minimum, which makes the book relevant to even the novice investor."—Guy Adami, Managing Director, Drakon Capital, CNBC's *Fast Money* "In today's volatile investment climate, it's imperative for investors to understand the risk of reward. Ron's stylistic approach is a thought-provoking methodology throughout the process of price discovery."—Todd Harrison, founder and CEO, Minyanville Publishing and Multimedia, LLC "After sixty combined years of being intimately involved in the financial industry, we thought we'd seen everything until we saw Ron's Lamson Grail timing indicator trading the SP E-Mini in a live demonstration. To say that we were extremely impressed would be an understatement! Get an introduction to 'The Grail' in Chapter 12 of this book."—Robert Boshnack, Chairman, and Howard Rothman, President, Vision Financial Markets LLC "I truly enjoyed this book. Any investor will save a hundred times the price of the book by learning without losing. Forty years in the investment business—with twenty on the floor of the exchange—has taught me a lot, but I still learned from Ron sharing his experiences."—Clyde Harrison, President, Brookshire Raw Materials Fund, and founding member, Beeland Management Co. LLC "With an ease of expression, Ron has identified a number of important clues and benchmarks in this book to help investors deal with the complexities of today's tumultuous environment. Ron offers in-depth discussions of the lengthy period of stagflation we have just entered but, in his upbeat way, he is quick to point out that volatility, while scary, contains elements of both danger and opportunity. With the objectivity of a mentor, he shows readers how to profit from such opportunity, even in the most topsy-turvy world. I love this book."—Steve Shobin, former vice chairman and chief investment strategist, AmeriCap Advisers, LLC "Ron is the real deal—a successful market veteran with decades of experience. This is an entertaining, insightful collection of ideas appropriate for both amateur and professional traders alike. From his '10 Iron Laws of Investing' to his prescient forecast of our current economic malaise, Ron has given some of the most useful and simple advice in print today."—Dan Ferris, Stansberry Associates, Investment Research