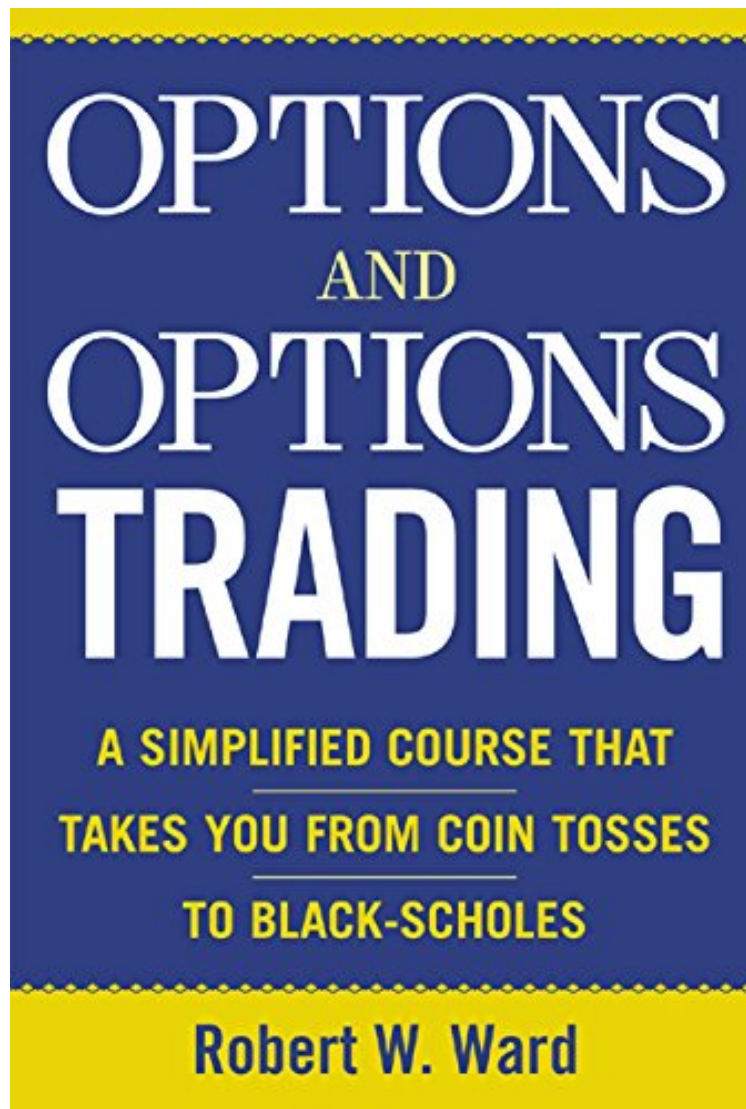


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Robert Ward

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Robert Ward : Options and Options Trading: A Simplified Course That Takes You from Coin Tosses to Black-Scholes before purchasing it in order to gage whether or not it would be worth my time, and all praised Options and Options Trading: A Simplified Course That Takes You from Coin Tosses to Black-Scholes:

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market and options and what they can do and can not do. He repeatedly drives home the point that there is no optimum strategy and that market opinion does ultimately matter. There is no free lunch. This gem alone is worth hundreds of times the cost of the book. 1 of 1 people found the following review helpful. Excellent ! A must have for all serious traders. By G. TEPPER This is a must have for all serious traders. Robert Ward does a masterful job of explaining probability and statistics, the foundation for option pricing and delves deep into market psychology, hedging, and numerous advanced topics. To truly get the most of this book read it slowly and learn all it has to offer. This is, by far, the best book I have ever purchased on Options trading. It is full of wisdom, explanations, examples, diagrams, and quizzes (with answers at the back of the book) to assure you truly master the language, mathematics and psychology of options trading. Congratulations to Robert Ward on writing a great, great book! 34 of 36 people found the following review helpful. Options for Dummies (like me) By R. Cannata Over the course of four undergraduate and graduate degrees I took a total of one math and zero business and finance courses. I watch the money channels on cable, and I pick up a few things, but most of it might as well be in Mongolian to me. I was the perfect candidate for Robert Ward's excellent new book, which might be subtitled "Options for Dummies." His Options and Options Trading is a practical, no-nonsense primer for the complex and mysterious world of options. For the uninitiated like me, it is difficult going at times, but if you discipline yourself and muscle through in the end you have covered every aspect of buying, selling, and profiting from options. His goal is introduction and translation, not advanced trading strategies. In this he succeeds masterfully. Ward demonstrates a genius for making the inscrutable accessible, leading the reader by the hand with vivid language, illustrations, and humor. His pace is steady and deliberate, but never rushed. He writes with an ease and comfort that comes from a complete mastery of his subject. Ward instills confidence in his readers by demonstrating mathematically that good luck is not needed to succeed in options trading. And conversely bad luck will never ruin the sensible trader, who realizes he can "never be bigger than the market." Ward telegraphs the progression of his program well, by breaking the concepts down into many easily digestible chapters, grouped in larger sections. It is also nicely bound and packaged, and well-indexed, by McGraw Hill. About the only criticisms I have are very mild ones: 1. Frankly the foreword by John Fallon comes off as a little smug and self-serving, and adds nothing to the discussion except some interesting biographical tidbits on Ward. 2. I did great on my math SATs, but, again, without adequate course work, beginning in chapter seven I found the math tough going sometimes. This is clearly, however, a function of the subject, not the author. Or maybe it's a function of this reader! It is unavoidable. And for this math-phobe, he surely minimized the pain. Just a few pages into the book it's very clear why Ward has been so successful, both as a trader and as a teacher. Add writer to the list now. A truly magnificent work in every way. One of the best book purchases I have ever made, and I plan to buy extra copies for Christmas gifts.

An introduction to the complex world of options that every investor can use Too many books on options trading make the mistake of assuming that readers can already tell a delta from a sigma summation. Options and Options Trading breaks the code that envelops the often-foreign language of options, providing an accessible introduction into how the options market works as it explains the rules that traders must understand if they hope to take part in this high-leverage, high-profit game. Author Robert Ward's goal is simple--to demystify the tangled world of options trading without leaving readers too confused and frustrated to continue. The book to read before continuing on to the more detailed, and much higher-level, existing library of options trading guides, Options and Options Trading features: End-of-chapter material including "Things to Think About" and "Key Concepts" Simplified explanations of complex mathematical equations Step-by-step rationales to help readers move from basic to complex