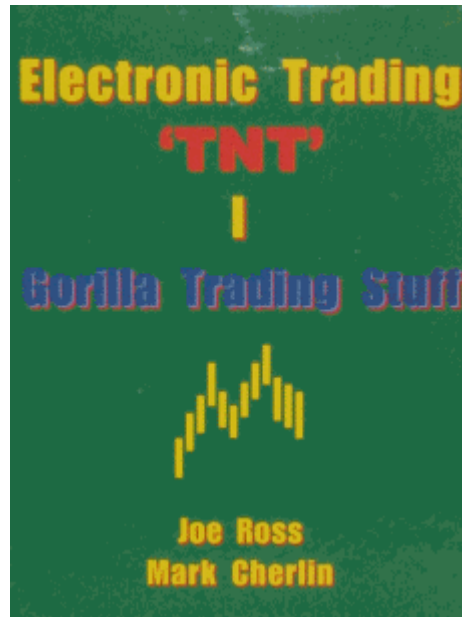


Foreword



Electronic Trading 'TNT' I Gorilla Trading Stuff



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NOTE

Our books are actually **full-blown courses** for traders and investors. Each is designed to deal with a different aspect of trading.

These are not books that try to teach you some magic indicator. They teach you how to trade the reality of the markets.

We get letters and calls all the time telling us that our courses are worth their weight in gold, and we offer a 30 day unconditional money back guarantee and free shipping.

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Electronic Trading TNT I – Gorilla Trading Stuff

Foreword

The first time I heard of Joe Ross, I was sitting in a bank observing the work of an individual who was introduced to me as an exceptional trader. When I asked him what made him exceptional, he said, “Following the Ross Hook.” He explained that he liked the system’s simplicity and the fact that it was explained in such great detail in Joe’s books. “Most people don’t realize Ross is giving away a million dollar system,” he said, looking like the cat who ate the canary.

After that initial introduction, Joe Ross’ name popped up several more times, prompting me to inquire about his reputation from people I considered knowledgeable traders. The word on the street was that Joe Ross’ reputation was “squeaky clean,” that he was an exceptional trader and teacher, and that he had great material circulating in books and tapes. With this kind of recommendation, I was delighted when his office called a few years ago, inquiring about my own materials. One thing led to another and eventually we collaborated on a seminar series in Boston.

Joe Ross’ name was destined to continue popping up in my life. The next time was through one of my good friends and star clients, Mark Cherlin, whom I had successfully coached many years ago.

Later, when I watched Mark on television, I realized that he was a natural-born teacher. Mark’s incredible, intuitive ability to trade stocks made him one of “Inside Money’s” favorite guest speakers. For this reason, when Mark called me one day announcing that he wanted to write a course for stock traders, I was not surprised. Mark continued, enthusiastically. “I want to get in touch with Joe Ross, I’ve been reading his stuff lately.” I told Mark that I did some work with Joe and would call to introduce them.

The “How to Win” series, is one of the rippling effects of that introduction. In this no-holds-barred collaboration, Joe and Mark are offering two business-success models in one powerful package. Both Joe and Mark are teachers, traders, entrepreneurs, lecturers and writers. The “stuff” that Joe adds to the mix is his lifelong trading experience as a businessman, and the “stuff” that Mark adds is his trading experience, hedge fund experience and managing investment advisory expertise. What a great combination!

Together they have produced an outstanding four volume course that covers electronic stock trading from its broadest aspects down to its finest details. There is an abundance of material here for every trader – from the novice to the most advanced professional; from the plain simplicity of chart reading to the more esoteric complexities of technical analysis, all is contained in this trading course.

One of the most important aspects of the course is the fact that both Joe and Mark offer excellent models for the reader. They are both highly intuitive and they both approach markets with the realization that intuition is not only viable but vital to successful trading. But the best part is that they are able to help the reader to emulate their success.

This course teaches you that if you get caught up in arrogance, in your persona, in money for money's sake, you will become disconnected from who and what you are and you will lose as a trader. According to Joe and Mark, when you understand that trading is about expanding yourself as a human being in the process of becoming a trader, then your trading becomes, automatically, more successful. While most books teach you to trade, this course teaches you how to trade, how to run your trading business, and also teaches you how to have the mindset needed for successful trading.

One thing that makes their approach to trading instruction so valuable is the fact that Joe and Mark do a great job of hand-holding you through some of the essential details which are often overlooked by others. These are the very details which traders are too embarrassed to ask about because they feel they should already know them.

And finally, their no-nonsense approach helps you to self-diagnose your weaknesses, to find the source of your misdirection, and to turn yourself in the right direction. This process is especially true in allowing you to examine and redirect the beliefs you have about trading and about trading as a business. The model which both Mark and Joe use combined with their experience and natural gifts as traders and teachers have created a complete training course which, if carefully studied and followed, will lead you down the path to successful trading and keep you on it.

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