



## Options, Plain and Simple: Successful Investment Strategies without the Rocket Science

By Lenny Jordan

Pearson Education Limited, United Kingdom, 2000. Paperback. Book Condition: New. 232 x 156 mm. Language: English . Brand New Book. Options, Plain Simple is a straightforward and practical guide to the fundamentals of options. It is plain because it includes only what is essential to basic understanding. It is simple because it presents options in conventional terms, with a minimum of jargon. It is thorough; it is not simplistic. This book will benefit all newcomers to options, introducing them to the instruments and markets, and giving them the competence and confidence to trade successfully. It opens up new opportunities for private investors who previously felt intimidated by the mystique and jargon surrounding options, and saves brokers much of the time they spend explaining options fundamentals to their clients. This is not rocket science. Options are explained in terms of real-life, every-day circumstances and accessible language. Clarity and practical application are paramount; unnecessary theory and jargon conspicuous by their absence. Veteran US trader Lenny Jordan takes the secrets of options to the every-day investor. Options, Plain Simple will enable all investors to use options wisely, by fully understanding the instruments, their risks and successful applications. Options, Plain Simple introduces readers to...



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