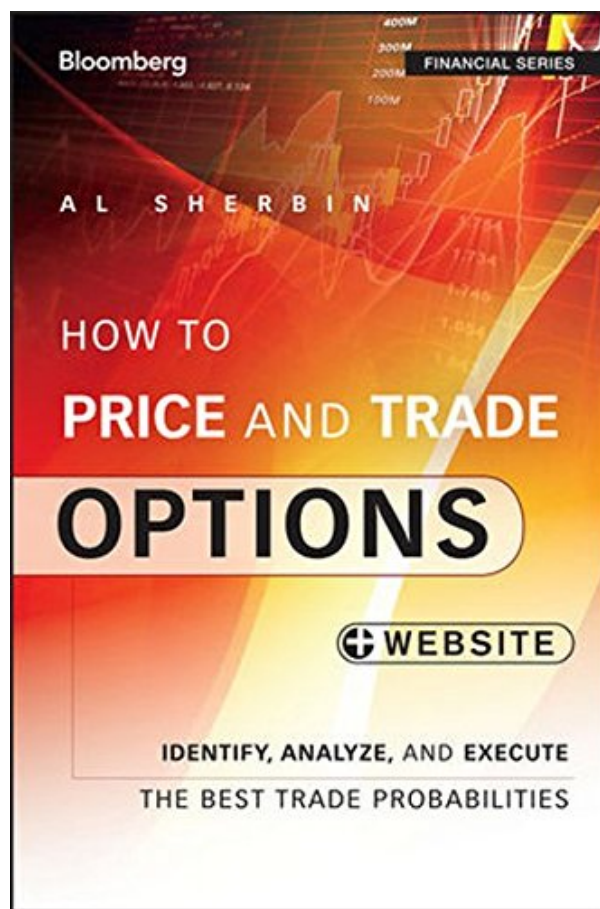
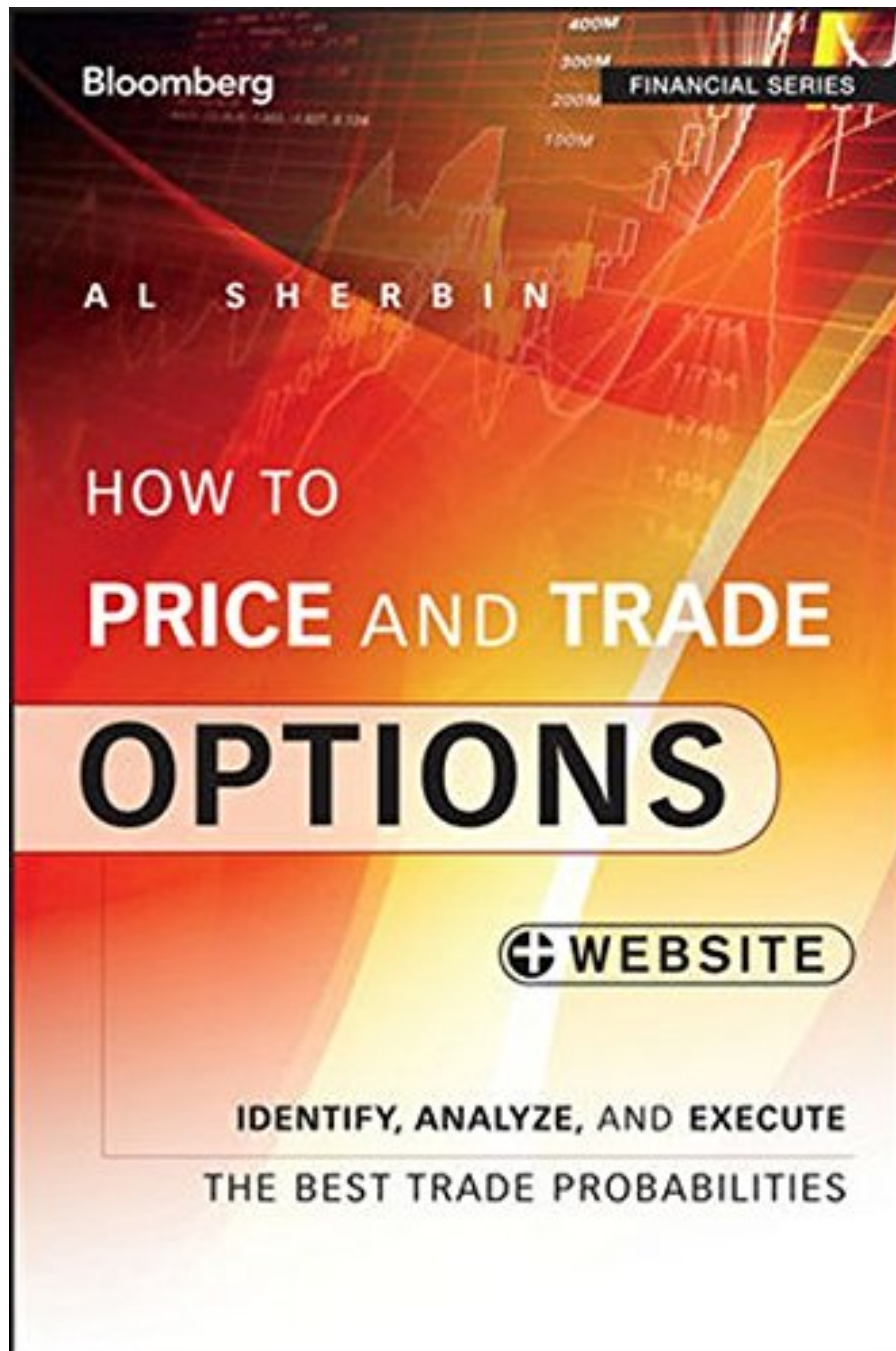


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From the Back Cover

EXECUTE THE BEST OPTIONS TRADES—AND REDUCE RISK

How to Price and Trade Options taps into the power of the Nobel Prize-winning Black-Scholes model to offer a winning strategy for investing in the options market. Written by options expert Al Sherbin, this invaluable resource looks at the basis for probability theory in options trading and explains how to stack the odds in your favor. The companion website includes videos that walk you through various probability scenarios, pre-formatted spreadsheets, and code.

No matter what your level of investing experience—from novice to Wall Street professional—How to Price and Trade Options offers the information and techniques needed to enhance your portfolio with savvy options trades. Drawing on unique research studies, Sherbin reviews both defined and undefined risk strategies and shows how to use simple cost basis reduction techniques to enhance investment returns.

With Al Sherbin as your guide, you will learn how simple it can be to deploy probability-based trading strategies.

About the Author

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Select and execute the best trades—and reduce risk

Rather than teaching options from a financial perspective, *How to Price and Trade Options: Identify, Analyze, and Execute the Best Trade Probabilities* goes back to the Nobel Prize-winning Black-Scholes model. Written by well-known options expert Al Sherbin, it looks at the basis for probability theory in option trading and explains how to put the odds in your favor when trading options. Inside, you'll discover how anyone can "operate their own casino" if they know how through proper option strategies. Plus, a supplemental website includes videos that walk you through various probability scenarios, pre-formatted spreadsheets, and code.

All investors should have a portion of their portfolio set aside for option trades. Not only do options provide great opportunities for leveraged plays, they can also help you earn larger profits with a smaller amount of cash outlay. With the help of this book, traders, active investors, and self-directed investors of all stripes will learn how simple it can be to deploy probability-based trading strategies.

- Teaches both defined and undefined risk strategies
- Utilizes simple cost basis reduction strategies to enhance investment returns
- Draws on unique research studies
- Discusses volatility to include both historical (realized) and implied volatility: the interplay between the two is a key piece of information overlooked by option traders

If you're a trader of any level and want to make the best trades possible, this book has you covered.

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offer a winning strategy for investing in the options market. Written by options expert Al Sherbin, this invaluable resource looks at the basis for probability theory in options trading and explains how to stack the odds in your favor. The companion website includes videos that walk you through various probability scenarios, pre-formatted spreadsheets, and code.

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13 of 15 people found the following review helpful.

The other strategy sections are just as bad (superficial) My only guess is that the other reviewers ...

By Cigarlover

Instant classic? Really people...

The 1st 83 pages is content you can find in ANY other options trading book.

Choosing strategies starts on page 83. Then each strategy gets 2-4 pages - this again is breezy, superficial material.

Take the section on selling naked puts - ZERO content on how to pick a trade NOTHING. Just an explanation of why naked puts isn't as risky as people think. The other strategy sections are just as bad (superficial)

My only guess is that the other reviewers are either paid shills or haven't read any other option trading books.

This is \$45 you can spend better elsewhere.

5 of 5 people found the following review helpful.

Recommended highly

By David S

First of all let me say that I think the book is very good on overall concepts, and secondly that I have not finished the entire book yet so I will update my review in a day or two when I finish it. I greatly enjoyed Al's discussion of technical analysis and his detailed explanation of looking for trades. I do need to point out a couple of what I consider rather serious shortcomings that I have found so far. Firstly he gives the butterfly strategy rather short shrift in only looking at a 1 strike wide butterfly. If a larger width is used then one has the opportunity to "harvest" the embedded "baby butterflies" or "unseen verticals" as well as moving the verticals around to "harvest" them or reduce risk. Unless he does it later he does not mention asymmetrical configurations either. Secondly in his discussion of short put versus long stock, he makes a very serious lapse in my opinion when he outlines the P/L at expiration of the two strategies. Although he is most certainly completely aware of this, he should have mentioned the P/L of a quick drop in the underlying and an increase in implied volatility that would probably easily triple the value of that \$1.00 put he was discussing.

True if you are prepared to take the stock (which you should be) then this might not be that important, but it is not a good feeling seeing a large drop in your P/L and if you are not sized correctly could be rather devastating. This is why personally I prefer some kind of exposure to long options as well as short puts for example. As this will generally give me at least "one more option" (pun intended) as to making some kind of a strategic move if I need to as my outlook on volatility or the underlying may change over time as I am frequently wrong on my initial assumptions (more than I would like for sure). I'll update this review if needed when I finish the book but overall I highly recommend Mr Sherbin's book and thank him for his contribution to the options literature. I am really enjoying the read. Having finished the book now I also have to upgrade my rating to five stars

2 of 2 people found the following review helpful.

Al Sherbin Wants You to Become a High Probability Profitable Trader!

By D. Pitcock

Received Al's book in March and began putting on trades within a week of reading. Results speak loudest....24 winners versus 3 losers applying Al's concepts so far.

I have benefited by hearing Al speak to small groups twice before the book publication. To use his approach, you need a trading platform that allows the adding of custom studies to your charts. I'm pretty certain I use the same trading platform as Al based on his in-person small group meeting presentations (thinkorswim by T.D. Ameritrade). These custom scripts can be gotten on various message boards for free so don't let this issue stop you from reading this book.

Al's approach is heavily probability based so he spends a lot of time in his book explaining this and then he demonstrates how to apply this probability approach to selecting good trades. Almost all of my trades have been "defined risk" except for a couple short puts. I'm mentioning this to let you know this book is definitely for beginners as well as those more experienced. I look forward to employing some "earnings trade" concepts but I have purposely started slow to make sure I understand the content in this book.

I'm confident this book will become a Classic. It is so well written and directed at those really wanting to learn and profit from trading options.

Update June 20, 2015: May 2015 results finished 24 wins, 8 losses and June 2015 results finished 22 wins, 3 losses.....this book is a strong buy.

See all 11 customer reviews...

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