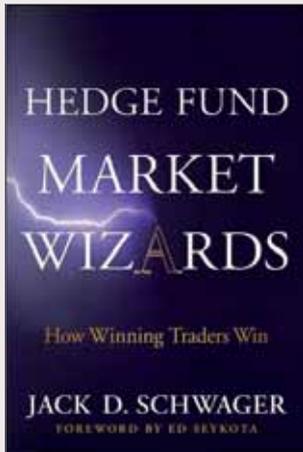




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BOOKS HOT OFF THE PRESSES



Book of the month

**Hedge Fund Market Wizards:
How Winning Traders Win**

By Jack D Schwager

What differentiates exceptional traders from the multitude of pedestrian market participants? For years, financial industry expert and best-selling author Jack Schwager has picked the brains of remarkable individuals who have consistently beaten the markets to find the answer. In *Hedge Fund Market Wizards*, he talks with some of the world's greatest hedge-fund experts, highlighting the lessons to be learned from each so that can be applied by individual traders.

The book features interviews with 15 traders, including Ray Dalio (Bridgewater), Edward Thorp (Edward O Thorp), Michael Platt (BlueCrest Capital), Martin Taylor (Nevsky Capital), and Joel Greenblatt (Gotham Capital Partners). While they all approach their field in radically different ways, each has brought new and unique insights and developed distinct strategies that have allowed them to repeatedly outperform the markets.

From the founder of the largest hedge fund in the world with \$120 billion in assets to a solo operation with \$50 million, all the traders profiled share a superior return/risk track record for significant length periods – usually 10 or more years. "Because so much of what passes for high returns merely reflects a willingness to take more risk rather than being an indication of skill," Schwager explains "I believe that return/risk is a far more meaningful measure than risk alone."

Price: £26.99;

published by Wiley Finance;
www.wileyfinance.com

1 Voice & Speaking Skills For Dummies

by Judy Apps

The latest title from this bestselling reference series addresses the importance of being able to communicate well to achieve success. As well as using body language effectively, we rely on our voices to express passion, convey enthusiasm and command attention. A clear understanding of how the voice works, how to maximise its effectiveness and how to overcome voice 'gremlins' such as speaking too fast or sounding childish, is pivotal to enabling success, whatever the situation. This book addresses the elements of great voices, including chapters dedicated to discovering the advantages of speaking well, exploring how your voice works, making your voice clearly understood, over coming the effects of fear, speaking with gravitas and authenticity and finding your voice as a leader. Price: £16.99; published by Wiley; www.wiley.com

2 Living a Laptop Lifestyle: Reclaim Your Life by Making Money Online

by Greg and Fiona Scott

Greg and Fiona Scott specialise in helping individuals who want to establish or enhance their online business to get comfortable with technology and marketing. They created their 'Five Steps To Success' model to clearly define the path for budding entrepreneurs wanting to live a life on their terms. They reveal the five steps in this guide to creating your own online business, and cover a wide range of subjects, from the very basics of getting started right through to creating your own website and making money online. They also discuss the trials and pitfalls involved and include essential topics designed to take the potential entrepreneur towards their ultimate goal – living a life full of choice. Even if you are a complete technophobe, this book will give you the tools you need to start and run a successful online business. Price: £13.99; published by ecademy Press; www.GregAndFionaScott.com

3 How They Started Digital: How 25 good ideas became spectacular digital businesses

This book tells the inside stories of how 25 founders turned a raw idea into a huge business, almost overnight. Based on access to the founders of global giants including Twitter, Groupon and Dropbox, plus UK leaders such as ASOS, MoneySupermarket.com, Wonga and Made.com, the authors reveal just what it takes to make it in today's digital world. The book looks at how fast-growing digital companies came up with their business idea, secured financial backing, overcame the challenges they faced and turned their idea into a viable business.

Price: £12.99; published by Crimson Publishing; www.crimsonbooks.co.uk

4 What's Stopping You? Why smart people don't reach their potential and how you can

by Robert Kelsey

This is the revised second edition of the self-help book that proved so popular when it was first published last year. Robert Kelsey is now a successful writer and entrepreneur, but early failure led him to investigate the insecurities that prevent millions of otherwise smart Britons from achieving their potential. His conclusion was that fear of failure played a big part, a self-fulfilling downward spiral that condemns otherwise intelligent people to set the wrong goals, leading to unfulfilled ambitions and low achievement. Luke Johnson, serial entrepreneur and chairman of the RSA, says: "This personal, witty and insightful book teaches us about the fears that drive failure and the self-awareness that can help to navigate it". Kelsey uses his own experiences to explore the body of psychological and self-development literature on offer, and lays bare the destructive thinking and false trails pursued by those with a high fear of failure, before offering his own route to overcoming those fears.

Price: £10.99; published by Capstone; www.thisiscapstone.com

