



# The Value and Momentum Trader: Dynamic Stock Selection Models to Beat the Market

By Grant Henning

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### A winning approach to stock trading based on proprietary statistical research in Excel

In *The Value and Momentum Trader*, Grant Henning presents a comprehensive approach to stock trading, which centers around Excel-based research methods he has developed. In this book, Henning presents the trading tools he has used to become a successful trader, and discusses some of the greatest challenges facing active market participants. This reliable resource presents both winning trading systems and all the skills necessary to perform as a trader as market conditions change. It also demonstrates how you can turn the successes and failures of any trading system into an interactive feedback loop to discover one's true trading skills.

- Provides a solid understanding of the author's statistical trading system
- Explores how to execute optimal trades under different market conditions
- Outlines a very affordable Excel-based stock analysis method that is easy to implement
- Dr. Henning has proven to be a trusted author with other academic publications in the areas of measurement and statistics.

*The Value and Momentum Trader* is an essential guide to trading today's dynamic markets.

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## The Value and Momentum Trader: Dynamic Stock Selection Models to Beat the Market By Grant Henning Bibliography

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### Editorial Review

From the Inside Flap

Stock market trading, says Grant Henning, can be both highly rewarding and extremely dangerous to your financial health. It is clear that not every person should get involved in stock trading, and no one should rush into it without thorough preparation. In a dynamic stock market, winning stock trading systems must undergo continual refinement and adapt to changing market conditions.

From the various investment approaches, including momentum, value, growth, and fundamental and technical analysis, Henning has chosen the best elements of each and fine-tuned a trading system—grounded in Excel-based research methods he has developed—that works in turbulent markets. In *The Value and Momentum Trader*, he reveals his statistical trading systems and shows you how best to execute winning trades with them.

As an experienced statistical researcher, Henning rejects the random walk theory of stock market behavior. Instead, he sees a trading system not unlike a race car that is designed to outperform the competition. In such a race, driving the race car is equally as important as design efficiency in determining outcomes. Over the past twenty years, Henning has developed a unique and integrated approach, that is built on two stock selection systems he developed—a growth-momentum technical system and a value-earnings fundamental system. Drawing from years of research and experience, he demonstrates how the fundamental variables can provide value information, while the technical variables offer timing information. Most importantly, Henning shows how it is possible to realize an average gain of ten percent per month through the skillful implementation of these systems. He covers all you need to know to be a successful trader, from the basics of buying and selling stock, portfolio management, and market timing to constructing mathematical models for stock selection and using a trading system with an Excel spreadsheet.

The methods outlined in *The Value and Momentum Trader* have been tried and tested over many months and years of market warfare in both bull and bear markets. Learning to use the tools shared in this invaluable guide will help you to achieve trading success—regardless of stock market conditions.

From the Back Cover

### Praise for the *Value and Momentum Trader*

"Grant Henning's book is a potent combination of statistics, philosophy, and commentary that only a true social scientist could provide. Henning speaks of the 'bold passion' of trading, and the powerful analogies he offers between the world of trading and more familiar environs is a perspective that I think will help any trader. This book provides the tools that subject trading ideas to the rigor of statistical analysis as opposed to the open-ended (and therefore more hazardous) subjective interpretations one often sees. Just as important, the book points you exactly where on the Web you can find the resources you need to put these ideas into action."

—**Tim Knight**, founder of SlopeOfHope.com and author of *Chart Your Way to Profits*

### A winning approach to stock trading using proprietary statistical research in Excel

In *The Value and Momentum Trader*, Grant Henning presents a comprehensive approach to stock trading centered around the Excel-based research methods he has developed.

Henning shares the trading tools he has used to become a successful trader and reveals his winning trading systems along with all the skills necessary to perform as a successful trader in changing market conditions. He discusses some of the greatest challenges facing active market participants and demonstrates how you can turn the successes and failures of any trading system into an interactive feedback loop to discover one's true trading skills.

This book provides a solid understanding of the author's statistical trading system, explores how to execute optimal trades under different market conditions, and outlines an affordable, easy-to-implement Excel-based stock analysis method. For anyone who is interested in successful investing, regardless of their background and expertise in the stock market, *The Value and Momentum Trader* is an essential guide to trading today's dynamic markets.

Includes **website with Excel Trading System**

About the Author

**Grant Henning** holds a PhD in educational psychology from UCLA, where he specialized in measurement statistics and applied linguistics. He has subsequently served as professor at UCLA, Pennsylvania State University, and several universities in Egypt, Iran, and China. For a number of years, Henning was engaged as senior research scientist at Educational Testing Service, where he conducted evaluative research on university entrance examinations. Henning has authored more than fifty articles, books, and commissioned reports, and has traveled to more than fifty countries over a thirty-year period. In June of 2000, he retired from university service to trade full-time.

## Users Review

**From reader reviews:**

**Billie Duran:**

The book entitled *The Value and Momentum Trader: Dynamic Stock Selection Models to Beat the Market* is the guide that recommended to you to see. You can see the quality of the e-book content that will be shown to anyone. The language that article author use to explained their way of doing something is easily to understand. The writer was did a lot of research when write the book, so the information that they share to you is absolutely accurate. You also could possibly get the e-book of *The Value and Momentum Trader: Dynamic Stock Selection Models to Beat the Market* from the publisher to make you more enjoy free time.

**James Connell:**

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**Katherine Belcher:**

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**David Creason:**

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