



MICHAEL COVEL teaches beginners to seasoned pros how to generate profits with straightforward and repeatable rules. Best known for popularizing the counterintuitive and controversial trading strategy trend following, he is the author of five books including the international bestseller, *Trend Following*, and his investigative narrative, *TurtleTrader*.

Michael's top-ranked podcast launched in 2012 has over ten million listens and 1,000+ episodes including interviews with Nobel Prize winners Daniel Kahneman and Harry Markowitz. Michael's consulting clients include hedge funds, sovereign wealth funds, institutional investors and individual traders in more than 70 countries. He splits his time across America and Asia.

Michael's website: www.trendfollowing.com
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 Parler: @covel

Tom's website: www.enjoytheride.world
 Twitter: @basso_tom
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"Anyone can make a lot of money without the trend following mindset, but you will never keep it. This mindset is not everything, but it's pretty close. Great work Mike and Tom!"

—LARRY HITE

Market Wizard and author of *The Rule*

"Covel does it again. Another great book that tells the compelling story of rules-based trend following trading and the results of maximum diversification, taking small losses, and letting those profits run. A timeless, ageless reminder to all of us that we can't predict the future and that our intuitions and emotions are holding us back from success.

Thank you, Michael."

—JERRY PARKER

Chairman and Executive Officer, Chesapeake Capital

"Tom Basso was one of the first traders I modelled 30 years ago and he was part of our first school to train good traders. In my opinion, Tom is one of the strongest traders in *The New Market Wizards* in his understanding of market psychology, trend following and how to position size to meet your objectives."

—VAN K. THARP

Founder and president of the Van Tharp Institute

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MICHAEL W. COVEL

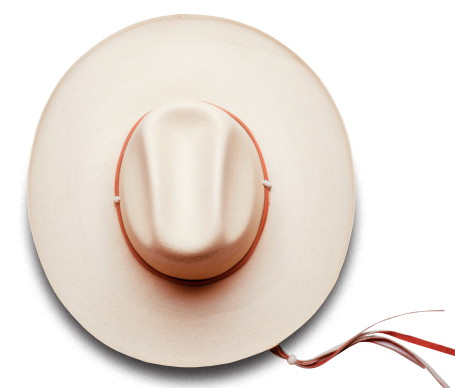
TREND FOLLOWING MINDSET

"Tom Basso is a living legend and Mike Covel is one of the most interesting and intelligent authors I know ... a must read for every investor."

—MARK MINERVINI

U.S. Investing Champion and author of *Trade Like a Stock Market Wizard*

TREND FOLLOWING MINDSET



The genius of legendary trader Tom Basso

MICHAEL W. COVEL

International bestselling author of **TREND FOLLOWING** and *THE Complete TurtleTrader*

"Knowing others is intelligence; knowing yourself is true wisdom. Mastering others is strength; mastering yourself is true power."

—Lao Tzu, *Tao Te Ching*

TREND FOLLOWING MINDSET

brings to life the timeless conversations between Tom Basso and Michael Covel originally featured on Michael's renowned *Trend Following* podcast. In these profound and enlightening exchanges, Tom shares with Michael his deep wisdom on trading, business, life, and the how and why of his mindset.

Tom Basso, dubbed Mr. Serenity by Jack Schwager, is one of the most experienced and knowledgeable trend following traders in the world today—a trading legend who lives life to the fullest.

Tom's most important trend following research papers are presented together for the first time, delivering a treasure trove of trading insights.

Michael also pulls from Tom his perspective on: How to get started in trading; What trend following is, and how and why it works so well; Constructing your trading system; Position sizing and account management; The work-life balance of a trader; The transition from independent trader to professional money manager; and so much more.

TREND FOLLOWING MINDSET will teach you the mindset of one of the great trend followers. Most important of all, it will show you how to do as Tom does ... and enjoy the ride.

\$40 (US) £30