



The Janus Factor: Trend Follower's Guide to Market Dialectics (Bloomberg Financial)

Gary Edwin Anderson

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Tap into feedback loops to unravel market trends and discover profitable trading opportunities

The Janus Factor presents an innovative theory that describes how feedback loops determine market behavior. The book clearly shows how the theory can be applied to make trading more profitable. The metaphor of the two-faced god Janus is used to reflect alternating market environments, one dominated by trend followers and the other by contrarian bargain hunters.

In this book, author Gary Anderson puts forth a systematic view of how positive and negative feedback drive capital flows in the stock market and how those flows tend to favor either sector leaders or sector laggards at different times.

- Discusses how to find better performing stocks
- Outlines when and how to use momentum strategies for big profits
- Addresses when and how to use contrarian strategies
- Gary Anderson is the winner of the 2003 Charles H. Dow Award, presented by the Market Technicians Association

Intellectually challenging and highly practical, *The Janus Factor* offers insight into market behavior and new methods for capturing stock market trends.

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