



## Sold Short: Uncovering Deception in the Markets

*Manuel P. Asensio, Jack Barth*

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A revealing expose by one of today's most successful and controversial speculators

Short-selling, or betting on a drop in the price of a stock, has been described by its many opponents as everything from shady to downright evil. And no one today personifies the practice better than short-seller extraordinaire Manuel Asensio. Though he has been branded in the press as a market saboteur, Asensio staunchly defends his practices, claiming that, above all, he is out to expose rampant fraud being perpetrated by unscrupulous stock promoters. Is Asensio a "Minion of Satan" as they say in the online chat rooms, or is he really a misunderstood guardian angel of free market capitalism? In this tell-all account, Asensio offers readers a lively narrative, peppered with unforgettable anecdotes such as the story of why he shorted Diana, General Nutrition, Solv-Ex, Turbodyne, and many other high-profile stocks. And he arms investors with proven techniques for reducing the inherent risks of short-selling while maximizing returns. Clearly, Asensio invites both praise and criticism, but his methodology works, and Sold Short is a compelling and fascinating read about this often mysterious side of the market--and one of the most controversial individuals behind it. Manuel Asensio (New York, NY) is founder and Chairman of Asensio & Co., Inc. He has over twenty years of corporate finance and research experience. He has been featured in Business Week, the Wall Street Journal, Barron's, Fortune, Forbes, Worth, the New York Times, New York magazine, and the New Republic, among other leading national and international publications.



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