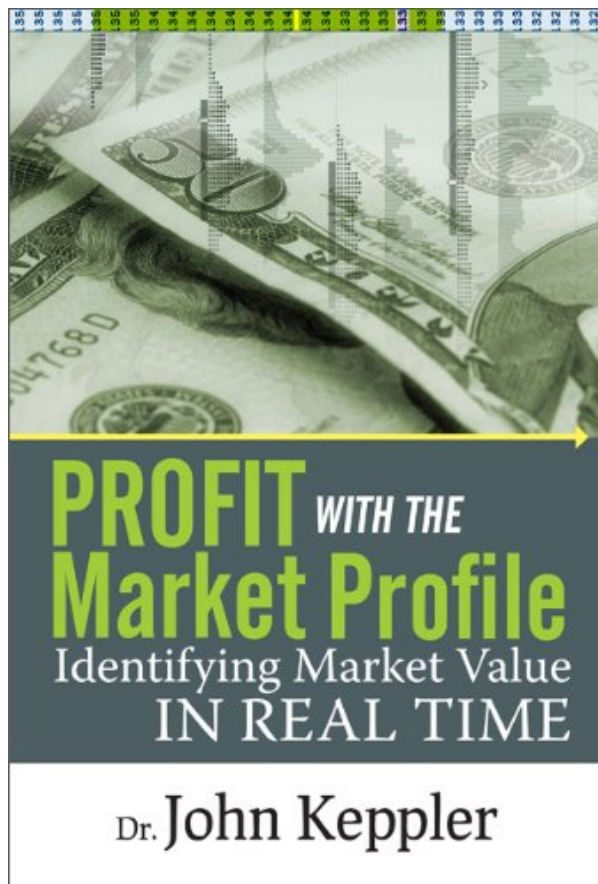


PROFIT WITH THE MARKET PROFILE: IDENTIFYING MARKET VALUE IN REAL TIME BY DR. JOHN KEPPLER



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Review

This book offers a refreshing update to Market Profile and provides a very clear path for learning it and applying proven concepts. Given Dr. Keppler's background as a professor, he clearly distills what is important and conveys it in a manner that anyone can learn from. I especially like the short quizzes at the end of each chapter which help to reinforce the important concepts. --Trevor Harnett, Trader and Founder of MarketDelta LLC

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Are you ready to transform your trading technique?

Now you can do away with lagging and confusing indicators piled on charts, and use the Market Profile to sharpen traditional technical analysis methods such as support and resistance, chart patterns, and trend lines.

Developed in the 1980s by finance experts at the Chicago Board of Trade, the Market Profile has become one of the most powerful analytical tools for traders, investors, and market analysts. And now, **THE POWER OF THE MARKET PROFILE CAN BE YOURS.**

Market value is the core concept behind any trade; and the core of any trader's decision is based on the perception of value. In his brand-new book, Dr. John Keppler, seasoned business professor and the founder of StrategicTrading.net, reveals how the Market Profile makes it possible to identify and track market value in real time, in every time frame.

From the basics of the key elements of a Profile chart to insightful discussion of market auction theory, Profit with the Market Profile will guide traders through a new understanding of the market that will allow them to:

- identify the most profitable trade opportunities as they happen,
- make more informed, confident trading decisions with increased accuracy,
- develop Profile-based trading strategies and improve trade planning to reduce losses,
- secure better entries and exits, and implement more effective targets and stops.

See with clarity what is happening at the present moment in stocks, ETFs, futures, commodities, bonds, and currencies. Test your understanding and knowledge with interactive self-tests.

PLUS, you will get the very first look at the Keppler Volume Tracking Indicator (KVT), based on Dr. Keppler's extensive research studies on volume patterns and volume variations on a variety of instruments. Using a proprietary formula, KVT looks at the current traded volume at every price and highlights trading volume considered to be above the usual or average levels, allowing traders to identify trends and determine the level of conviction in order to capitalize on opportunities as they present themselves in the market.

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Most helpful customer reviews

33 of 36 people found the following review helpful.

Clear and concise

By cory macedougall

If Market Profile is the context you choose to use when defining tradeable market structure then this is the book for you.

I've read every MP book available, here's a list of them.

1. Steidlmayer on Markets
2. Steidlmayer on Markets 2nd Edition
3. Markets and Market Logic
4. 141 West Jackson
5. Markets 101
6. Mind Over Markets
7. Value Based Power Trading
8. CBOT Market Profile Study Guide
9. Markets in Profile
10. Practical Trading Applications of Market Profile

This particular book is easy to read and concise in its explanation of MP concepts. It will stay with me, not because I define market structure by the statistical bell curve, but because I have gleaned ideas and concepts from Market Profile that I now call my own. I am one third through the book and am totally impressed with its layout and format. I will add to this review when I have completed the book.

Wonderful job!!

New Update (Jun.03,2012): I'm more than halfway through now, sorry for taking my time!! Still wonderful!! Extreme clarity when explaining different MP day types and beautiful presentation of split profile and combined profile!! A wonderful teacher. This is the right man to explain MP concepts. Would recommend this as the only MP book necessary to understand its physical attributes but its theory is still best understood by first reading "Markets And Market Logic" and then secondly by reading "141 West Jackson". I will add more as I read further!!

New Update (Jun.25,2012): The next territory the book then enters is into describing the importance of understanding the flow of volume. He concentrates first on the value of recognizing the important areas of the volume profile and then heads directly into the footprint chart. By using the footprint chart the author tries to teach us an understanding of the importance of tracking imbalance between the bid and the ask over traditional 30 minute sections of time through the RTH, over the range of price covered in that period of time. Next he introduces comparative value area tracking of 30 min segments, trying to define trend by the movement of these 30 min value area segments.

The next section moves into an indicator he has developed called the KVT. He basically created it to inform him of what is abnormally large volume for anytime of the day. By doing so I would guess he is attempting to discern institutional activity by tracking large volume and perhaps an imbalance in the bid/ask at the same time. Seems useful!! Will continue when I've finished the book.

New Update (July 21, 2012)The book ends with the author stating the usefulness of MP in the stock and forex markets and a short introduction to trading it using well known indicators such as the MACD.

All in all this book is the new standard set for the clearest introduction to Market Profile concepts. I do hope the author writes another on trading concepts involving MP, as it would surely add clarity to the field. This is a good buy and a definite keeper!!

18 of 18 people found the following review helpful.

May be useful for completely noobs, skip it if you have studied Dalton's book(s)

By Jon

If you have studied Dalton's "Mind Over Markets" (and/or Dalton's "Markets in Profile"), you can safely skip this book, there is no new insights in MP that were not already covered in great length in Dalton's books, except for some very basic introductions to footprint charts and other stuff that really are optional or non-essential to MP, one can easily find better materials in these "other stuff" through MarketDelta's reference resources (MarketDelta is a charting software company whose software MarketDelta is used for producing the charts in this book).

I am a retail trader who is currently exclusively using MP based methodologies in my trading, I first studied Steidlmayer's book in 2003, and I have also studied extensively all the MP related titles listed in first poster's list. For beginners, I recommend Dalton's "Mind Over Markets" in stead of this book.

A word of caution: don't expect to master the MP based trading approach in a short time and by reading just one or few books, it would take YEARS to master this approach, no matter how smart you think you are and how much experience you have in trading, this is not a cup of tea, but once mastered, it is extremely useful and effective, few ever reach the level of mastery (take my words with a grind of salt of course, you should with anybody's words).

Best luck in your learning!

6 of 6 people found the following review helpful.

Useful introduction to Market Profile / would prefer real life trade examples that benefit from the concepts

By Trading Profitably

I was new to the subject of Market Profile. This book helped me understand the concepts pretty well.

As the book explained, market profile does not give buy/sell signals. However, the book also stated that market profile can be used to improve trade result / fine tuning entry/exit/stop.

It would be nice to include actual trade examples on how this can be accomplished. Including entry/exit/stop data on specific instrument on specific trades.

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