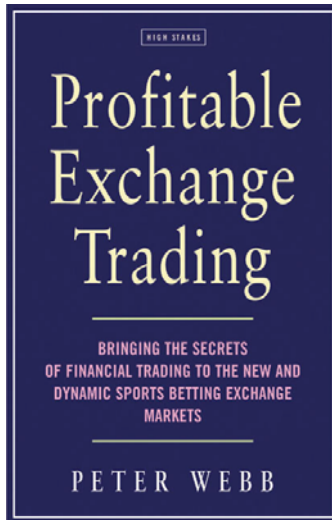


# high stakes publishing



## PROFITABLE EXCHANGE TRADING

PETER WEBB

new title

**Bringing the secrets of financial trading to the new and dynamic sports betting exchange markets**

Publication Date:	24 <sup>th</sup> April 2008
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### SALES POINTS:

- Betting exchange trading has experienced an explosive growth in popularity over the last few years
- Very little useful information published on how to operate successfully on the betting exchanges
- Appeals to both the serious business investor and the massively expanding group of betting exchange users

### MARKET:

gambling, exchange betting, finance

### DESCRIPTION:

Betting exchanges are a fascinating new development in risk markets, a development which has turned the traditional bookmaking and gambling industry on its head. Betfair, Betdaq and similar exchanges are transforming the way people view risk and the pastime formerly known as gambling.

Betting exchanges are "just" another risk market; similar to pork bellies, DOW Jones futures or foreign exchange markets. However, there are many significant advantages to these exchanges as well that outperform traditional risk markets.

In *Profitable Betting Exchange Trading*, Peter Webb uses his financial background to provide a detailed analysis of the Betting Exchange phenomenon and introduce techniques and strategies to trade these markets profitably.

### AUTHOR BIOGRAPHY:

**Peter Webb** has been a full time investor since 1990. He also runs training courses on financial and betting exchange investment and writes for trade and consumer publications.

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