



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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