

# O Neil

To some, short-selling represents the “dark side” of the market, and history has often characterized the art of selling short as an evil enterprise, embodying a conspiratorial or pessimistic frame of mind that fixates on the negative. In the authors’ view, short-selling is nothing more than a method of investing and trading that recognizes the life-cycle paradigm arising from an economic system that thrives on “creative destruction.”

The book will:

- Outline the six basic rules of short-selling
- Provide opportunities on both the long and short sides of stocks depending on which side of the creation/destruction cycle they are in
- Explain a refined method for shorting into rallies, shorting downside “breakouts” and massive dap-down moves, and when to cover and take your profit
- Include case studies for companies such as Apple, Netflix, and Green Mountain Coffee

Investing and trading is about making money by profiting on the price movement of stocks and other securities. Short-selling is simply one component in smart investment and money management. Preserving gains is crucial in optimizing the performance of one’s investments, and short-selling serves as way to either profit outright or to help to offset declines in other stocks that make up the positions in a portfolio with more of an intermediate- to long-term investment horizon.

How two former traders of William J. O'Neil + Company made mad money using O'Neil's trading strategies, and how you can, too From the successes and failures of

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two William O'Neil insiders, *Trade Like an O'Neil Disciple: How We Made Over 18,000% in the Stock Market in 7 Years* is a detailed look at how to trade using William O'Neil's proven strategies and what it was like working side-by-side with Bill O'Neil. Under various market conditions, the authors document their trades, including the set ups, buy, add, and sell points for their winners. Then, they turn the magnifying glass on themselves to analyze their mistakes, including how much they cost them, how they reacted, and what they learned. Presents sub-strategies for buying pocket pivots and gap-ups Includes a market direction timing model, as well as updated tools for selling stocks short Provides an "inside view" of the authors' experiences as proprietary, internal portfolio managers at William O'Neil + Company, Inc. from 1997-2005 Detailing technical information and the trading psychology that has worked so well for them, *Trade Like an O'Neil Disciple* breaks down what every savvy money manager, trader and investor needs to know to profit enormously in today's stock market.

Baseball wasn't always played on an even playing field. When Buck O'Neil started his baseball career in the 1930s, African Americans weren't allowed to play in the major leagues. Buck started in the Negro Leagues, where he played first base and coached the Kansas City Monarchs, appeared in three All-Star Games, and won a World Series. PAR In 1962 Buck became the first African American coach in major league baseball. As a scout and a coach in the major leagues, he helped players reach their full potential. He told people about the Negro Leagues and helped start the Negro Leagues

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Baseball Museum in Kansas City. As an ambassador for baseball, Buck devoted his life to helping other players achieve greatness and promoting the game he loved.

From Babe Ruth to Bo Jackson, from Cool Papa Bell to Lou Brock, Buck O'Neil has seen it all. As a first baseman and then manager of the legendary Kansas City Monarchs, O'Neil witnessed the heyday of the Negro leagues and their ultimate demise. In *I Was Right on Time*, he charmingly recalls his days as a ballplayer and as an African-American in a racially divided country. Whether he's telling of his barnstorming days with the likes of Satchel Paige and Josh Gibson or the day in 1962 when he became the first African-American coach in the major leagues, O'Neil takes us on a trip not only through baseball's past but through America's as well.

Acclaimed for his designs of the Trinity University campus, the Little Chapel in the Woods, the Texas Instruments Semiconductor Components Division Building, and numerous private houses, O'Neil Ford (1905–1982) was an important twentieth-century architect and a pioneer of modernism in Texas. Collaborating with artists, landscape architects, and engineers, Ford created diverse and enduringly rich works that embodied and informed international developments in modern architecture. His buildings, lectures, and teaching influenced a generation of Texas architects. *O'Neil Ford on Architecture* brings together Ford's major professional writings and speeches for the first time. Revealing the intellectual and theoretical underpinnings of his distinctive modernism, they illuminate his fascination with architectural history, his

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pioneering uses of new technologies and construction systems, his deep concerns for the landscape and environment, and his passionate commitments to education and civil rights. An interlocutor with titans of the twentieth century, including Louis Kahn and J. Robert Oppenheimer, Ford understood architecture as inseparable from the social, political, and scientific developments of his day. An introductory essay by Kathryn E. O'Rourke provides a critical assessment of Ford's essays and lectures and repositions him in the history of US architectural modernism. As some of his most important buildings turn fifty, O'Neil Ford on Architecture demonstrates that this Texas modernist deserves to be ranked among the leading midcentury American architects.

Now that people are aware that data can make the difference in an election or a business model, data science as an occupation is gaining ground. But how can you get started working in a wide-ranging, interdisciplinary field that's so clouded in hype? This insightful book, based on Columbia University's Introduction to Data Science class, tells you what you need to know. In many of these chapter-long lectures, data scientists from companies such as Google, Microsoft, and eBay share new algorithms, methods, and models by presenting case studies and the code they use. If you're familiar with linear algebra, probability, and statistics, and have programming experience, this book is an ideal introduction to data science. Topics include: Statistical inference, exploratory data analysis, and the data science process Algorithms Spam filters, Naive Bayes, and data wrangling Logistic regression Financial modeling Recommendation engines and

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causality Data visualization Social networks and data journalism Data engineering, MapReduce, Pregel, and Hadoop Doing Data Science is collaboration between course instructor Rachel Schutt, Senior VP of Data Science at News Corp, and data science consultant Cathy O’Neil, a senior data scientist at Johnson Research Labs, who attended and blogged about the course.

The definitive, compulsively readable story of the greatest era of the most iconic league in college basketball history—the Big East “This book captures the inside of a special time in Big East basketball. If you love the game, this book is a must read!”—Jim Calhoun, former University of Connecticut men’s basketball coach The names need no introduction: Thompson and Patrick, Boeheim and the Pearl, and of course Gavitt. And the moments are part of college basketball lore: the Sweater Game, Villanova Beats Georgetown, and Six Overtimes. But this is the story of the Big East Conference that you haven’t heard before—of how the Northeast, once an afterthought, became the epicenter of college basketball. Before the league’s founding, East Coast basketball had crowned just three national champions in forty years, and none since 1954. But in the Big East’s first ten years, five of its teams played for a national championship. The league didn’t merely inherit good teams; it created them. But how did this unlikely group of schools come to dominate college basketball so quickly and completely? Including interviews with more than sixty of the key figures in the conference’s history, The Big East charts the league’s daring beginnings and its incredible rise. It transports

fans inside packed arenas to epic wars fought between transcendent players, and behind locker-room doors where combustible coaches battled even more fiercely for a leg up. Started on a handshake and a prayer, the Big East carved an improbable arc in sports history, an ensemble of Catholic schools banding together to not only improve their own stations but rewrite the geographic boundaries of basketball. As former UConn coach Jim Calhoun eloquently put it, “It was Camelot. Camelot with bad language.”

THE NATIONAL BESTSELLER! Anyone can learn to invest wisely with this bestselling investment system! Through every type of market, William J. O’Neil’s national bestseller, *How to Make Money in Stocks*, has shown over 2 million investors the secrets to building wealth. O’Neil’s powerful CAN SLIM® Investing System—a proven 7-step process for minimizing risk and maximizing gains—has influenced generations of investors. Based on a major study of market winners from 1880 to 2009, this expanded edition gives you: Proven techniques for finding winning stocks before they make big price gains Tips on picking the best stocks, mutual funds, and ETFs to maximize your gains 100 new charts to help you spot today’s most profitable trends PLUS strategies to help you avoid the 21 most common investor mistakes! “I dedicated the 2004 *Stock Trader’s Almanac* to Bill O’Neil: ‘His foresight, innovation, and disciplined approach to stock market investing will influence investors and traders for generations to come.’” —Yale Hirsch, publisher and editor, *Stock Trader’s Almanac* and author of *Let’s*

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Change the World Inc. "Investor's Business Daily has provided a quarter-century of great financial journalism and investing strategies." —David Callaway, editor-in-chief, MarketWatch "How to Make Money in Stocks is a classic. Any investor serious about making money in the market ought to read it." —Larry Kudlow, host, CNBC's "The Kudlow Report"

The Big East Inside the Most Entertaining and Influential Conference in College Basketball History Ballantine Books

Praise for *In the Trading Cockpit* . . . "Morales and Kacher want you to see an alternative to popular and traditional dead end strategies (i.e., buy and hope). Absorb the insights of *In the Trading Cockpit with the O'Neil Disciples* and put yourself in position to think differently—and profit." — Michael W. Coval, Bestselling author of *Trend Following* and *The Complete Turtle Trader*; President, *Trend Following* Your hands-on guide to mastering powerful trading methods inspired by stock market legend William O'Neil Written by two former William O'Neil + Co. employees who have spent years building upon the lessons they learned working alongside the master, this book delivers powerful trading techniques based on the O'Neil model that you can put to work in your own portfolio, right away. The follow-up to their bestselling *Trade Like an O'Neil Disciple*, *In the Trading Cockpit with the O'Neil Disciples* goes beyond the descriptive narrative of the former book to provide you with step-by-step guidance and all the practice you need to quickly master those tried-and-true methods and make them an

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integral part of your trading system. You'll find: Clear, step-by-step explanations of powerful new trading strategies, including techniques for buying pocket pivots and gap-ups Hundreds of annotated examples—with charts—of real-life trades from the authors' own experiences with detailed analysis of what worked, what didn't, and why Set ups with buy, add, and sell points for both winning and losing scenarios Dozens of skill-building exercises that help you quickly master the techniques described Tried-and-true stock shorting techniques based on William O'Neil's methods Written by established experts Gil Morales and Dr. Chris Kacher, *In the Trading Cockpit with the O'Neil Disciples* is an indispensable guide to mastering proven strategies for trading stocks for record profits in every market environment.

Longlisted for the National Book Award New York Times Bestseller A former Wall Street quant sounds an alarm on the mathematical models that pervade modern life -- and threaten to rip apart our social fabric *We live in the age of the algorithm.*

Increasingly, the decisions that affect our lives--where we go to school, whether we get a car loan, how much we pay for health insurance--are being made not by humans, but by mathematical models. In theory, this should lead to greater fairness: Everyone is judged according to the same rules, and bias is eliminated. But as Cathy O'Neil reveals in this urgent and necessary book, the opposite is true. The models being used today are opaque, unregulated, and uncontestable, even when they're wrong. Most troubling, they reinforce discrimination: If a poor student can't get a loan because a lending model

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deems him too risky (by virtue of his zip code), he's then cut off from the kind of education that could pull him out of poverty, and a vicious spiral ensues. Models are propping up the lucky and punishing the downtrodden, creating a "toxic cocktail for democracy." Welcome to the dark side of Big Data. Tracing the arc of a person's life, O'Neil exposes the black box models that shape our future, both as individuals and as a society. These "weapons of math destruction" score teachers and students, sort resumes, grant (or deny) loans, evaluate workers, target voters, set parole, and monitor our health. O'Neil calls on modelers to take more responsibility for their algorithms and on policy makers to regulate their use. But in the end, it's up to us to become more savvy about the models that govern our lives. This important book empowers us to ask the tough questions, uncover the truth, and demand change. -- Longlist for National Book Award (Non-Fiction) -- Goodreads, semi-finalist for the 2016 Goodreads Choice Awards (Science and Technology) -- Kirkus, Best Books of 2016 -- New York Times, 100 Notable Books of 2016 (Non-Fiction) -- The Guardian, Best Books of 2016 -- WBUR's "On Point," Best Books of 2016: Staff Picks -- Boston Globe, Best Books of 2016, Non-Fiction

Fix the Pumps is a historical account of the golden era of soda fountains including over 450 recipes that made soda America's most popular drink.

Join John Jordan 'Buck' O'Neil Jr., baseball player extraordinaire and eternal optimist. Follow him on his journey from childhood dreams, to playing baseball with the Kansas

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City Monarchs, to becoming the first African American coach in the major leagues. He is a baseball legend who showed the world how to live, love, and play ball. Buck's biography coincides with the 100th anniversary of the Negro National Leagues and is approved for inclusion in the National Centennial Celebrations in Kansas City, Missouri. This instant New York Times bestseller—"a jaw-dropping, fast-paced account" (New York Post) recounts SEAL Team Operator Robert O'Neill's incredible four-hundred-mission career, including the attempts to rescue "Lone Survivor" Marcus Luttrell and abducted-by-Somali-pirates Captain Richard Phillips, and which culminated in the death of the world's most wanted terrorist—Osama bin Laden. In *The Operator*, Robert O'Neill describes his idyllic childhood in Butte, Montana; his impulsive decision to join the SEALs; the arduous evaluation and training process; and the even tougher gauntlet he had to run to join the SEALs' most elite unit. After officially becoming a SEAL, O'Neill would spend more than a decade in the most intense counterterror effort in US history. For extended periods, not a night passed without him and his small team recording multiple enemy kills—and though he was lucky enough to survive, several of the SEALs he'd trained with and fought beside never made it home. "Impossible to put down...*The Operator* is unique, surprising, a kind of counternarrative, and certainly the other half of the story of one of the world's most famous military operations...In the larger sense, this book is about...how to be human while in the very same moment dealing with death, destruction, combat" (Doug Stanton, New York Times bestselling

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author). O'Neill describes the nonstop action of his deployments in Iraq and Afghanistan, evokes the black humor of years-long combat, brings to vivid life the lethal efficiency of the military's most selective units, and reveals details of the most celebrated terrorist takedown in history. This is "a riveting, unvarnished, and wholly unforgettable portrait of America's most storied commandos at war" (Joby Warrick). From Scott O'Neil, one of America's most admired sports executives, how to find regular, meaningful moments in an irregular life. When we're moving at 115 MPH, we rarely see the wall coming. But it comes for all of us. The sudden loss of a much beloved friend, the excruciatingly long departure of a parent with Alzheimer's. We grasp for lessons, for meaning, for learnings. Even when an extrovert is faced with the four walls of their own home for months upon months—they're determined to find peace and appreciation in the pause. They try to reenergize without the energy from the bright lights of the court, the hush of the ice, the roar of the crowd; the adrenaline-laced metronome of 20,000 hearts beating together. The human spirit craves connection. Authenticity. Belonging. Touch. Gratitude. Purpose. We need to make our interactions count. If we are truly present, the world shares its hardest, most beautiful lessons with us. In *Be Where Your Feet Are*, CEO of the Philadelphia 76ers and New Jersey Devils Scott O'Neil offers his own story of grief and healing, and shares his most valuable lessons in what keeps him grounded and able to thrive as a father, husband, coach, mentor, and leader. O'Neil also interviews some of sports and entertainment's most

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renowned athletes and performers and the world's most dynamic business leaders, conversations in which they reveal their most impactful moments of learning. Each story provides us with an opportunity to learn, and—if we choose—to change our lives, and the world, for the better.

WINNER OF THE PEN/HEMINGWAY AWARD • “An astonishingly good first novel . . . fully engaging from the first paragraph. What a gift: to be able to live alongside these people for a while.”—Ann Patchett, *Chicago Tribune* Mary and O’Neil: They are like any other couple. They have survived loss and found love and managed the occasional hard-earned laugh as they move toward the future, hearts thick with hope. Each human life is ever changing, born of moments large and small—births and deaths and weddings, grave mistakes and chance encounters and acts of surprising courage—and in this unforgettable book, Justin Cronin makes vivid how those moments connect us all, making us more than we could ever be on our own. Alight with nuance, sly humor, and startling wisdom, Mary and O’Neil celebrates the uncommon grace to be found in common lives Praise for Mary and O’Neil “Admirably fearless.”—*The New York Times Book Review* “The kind of storytelling that goes down easy, and sticks to your ribs.”—*The Philadelphia Inquirer* “Cronin succeeds, touchingly and tenderly, in portraying life itself as a triumph of hope over experience.”—*The Boston Globe* Robyn O’Neil: 20 Years of Drawings, is the first major monograph published of the artist’s work and offers a brilliantly detailed look at the foundation laid by her earliest

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drawings, the evolution of her hand and the epic works that have defined her career. This collection of over 100 images is accompanied with an essay by curator Alison de Lima Greene who offers extraordinary insight into both the artist's life and work. "O'Neil enlarges both the physical scale of her work, and the internal dynamics of her drawing by pitting her increasingly small figures against a vast panorama. At the same time, she plays with Western perspectival conventions, using empty expanses of paper to stack space in the manner of Chinese scroll paintings. Each area of the landscape is punctuated by vignettes, ranging from two figures standing before a dead deer to vast assemblies. That this is ultimately a battle of man against man, rather than man against nature, is hinted at by the squadron of World War II bomber planes that sweep down from the central mountain gap."

When Luke O'Neil isn't angry, he's asleep. When he's awake, he gives vent to some of the most heartfelt, political and anger-fueled prose to power its way to the public sphere since Hunter S. Thompson smashed a typewriter's keys. *Welcome to Hell World* is an unexpurgated selection of Luke O'Neil's finest rants, near-poetic rhapsodies, and investigatory journalism. Racism, sexism, immigration, unemployment, Marcus Aurelius, opioid addiction, Iraq: all are processed through the O'Neil grinder. He details failings in his own life and in those he observes around him: and the result is a book that is at once intensely confessional and an energetic, unforgettable condemnation of American mores. *Welcome to Hell World* is, in the author's words, a

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“fever dream nightmare of reporting and personal essays from one of the lowest periods in our country in recent memory.” It is also a burning example of some of the best writing you’re likely to read anywhere.

O’Neil Ford (1905-1982) was the most influential Texas architect of the twentieth century. A technological innovator who bridged Texas’ rural past and urban future, he taught three generations of architects how to adapt vernacular forms and materials to modern conditions. Widely known for his many projects in San Antonio and Dallas, Ford also designed buildings from Laredo, Texas, to Saratoga Springs, New York, over the course of a sixty-year career. In this book, David Dillon undertakes the first critical study of Ford’s architecture in both its regional and national contexts. In particular, Dillon explores Ford’s links to the regional and eclectic movements of the 1920s and 1930s, his use of postwar technology and materials (lift-slab, pre-stressed concrete shells, new metals), and his influence on other architects in Texas and the Southwest. Quotes from the author’s wide-ranging interviews with O’Neil Ford in the last years of his life, as well as with his partners, relatives, friends, and critics, give the text firsthand vividness.

When legendary Negro League player Buck O’Neil asked Joe Posnanski how he fell in love with baseball, the renowned sports columnist was inspired by the question. He decided to spend the 2005 baseball season touring the country with the ninety-four-year-old O’Neil in hopes of rediscovering the love that first drew them to the game. *The Soul of Baseball* is as much the story of Buck O’Neil as it is the story of baseball. Driven by a relentless optimism and his two great passions—for America’s pastime and for jazz, America’s music—O’Neil played solely for love. In an era when greedy, steroid-enhanced athletes have come to characterize

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professional ball, Posnanski offers a salve for the damaged spirit: the uplifting life lessons of a truly extraordinary man who never missed an opportunity to enjoy and love life.

William J. O'Neil's proven investment advice has earned him millions of loyal followers. And his signature bestseller, *How to Make Money in Stocks*, contains all the guidance readers need on the entire investment process from picking a broker to diversifying a portfolio to making a million in mutual funds. For self-directed investors of all ages and expertise, William J. O'Neil's proven CAN SLIM investment strategy is helping those who follow O'Neil to select winning stocks and create a more powerful portfolio. Based on a 40-year study of the most successful stocks of all time, CAN SLIM is an easy-to-use tool for picking the winners and reducing risk in today's volatile economic environment.

Historians of modern Chinese literature have generally used the year 1907 to mark the inception of Western-style drama in China. For in that year, a small group of Chinese students in Japan, inspired by the Japanese experiments with Western drama, decided to follow suit and form the Spring Willow Society, an amateurish dramatic club for experimental purposes. Their first play, staged in Tokyo in February of the same year, is an adaptation from Dumas' *La dame aux camélias*. The play had an all-male cast and used a strange mixture of old and new techniques. But to the Chinese audience brought up in the native operatic tradition, what must have seemed strange would not have been so much the mixture of technique old and new as the complete unfamiliarity of the plot and the method of its presentation: for neither the story nor the acting was anything akin to what they used to think, of as drama.

Offers practical strategies for gauging the stock market, buying and selling at the right time, taking advantage of mutual funds, and building a profitable portfolio.

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A user-friendly guide to the tricky art of short selling includes helpful charts and examples, a short-selling checklist, and the real know-how readers need to successfully incorporate short selling into their investing strategy.

"The compulsively readable, definitive account of the greatest era of the most influential league in college basketball history, infused with the raucous spirit and roaring voices of the league's legendary coaches and players. There has never been, nor will there ever be, another league quite like the Big East. Five Big East schools have won national college basketball titles, and five coaches are enshrined in the Hall of Fame. Eight players have been named the Most Outstanding Player of the Final Four. But the magic and mastery of the league cannot be quantified by trophies or plaques. During its golden era, the league's heart beat in its moments and personalities. Syracuse versus Georgetown, Patrick versus Chris, Allen versus Allen, the Pearl, Billy the Kid, P.J and six overtimes. Combustible, competitive, and, at times, maybe even a little crazy, they turned the Big East into must-watch TV just as cable television took off. The players, many products of the Northeast playgrounds, competed fiercely and physically, their talent mixing with their fire to produce unforgettable games and court battles. The coaches were each more of a caricature than the next-the wild mania of Rollie Massimino versus the stoic intimidation of John Thompson, Jr. Or sweet, lovable Looie Carnesecca going toe-to-toe against perpetually whiny Jim Boeheim. The rivalries were real, the Catholic tradition ran deep, and the loyalties went beyond fan fervor. These

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titans of athletic prowess and power fought over every recruit, every gameday advantage, every basket, and every conference title. On the court, down back hallways, in meeting rooms, and on golf courses, they bickered and postured, not willing to cede a competitive inch. From the formation of the league to the backstories of the people who shaped it, to inside the epic games and players that sealed its relevance and laid the groundwork for its eventual rebirth, *The Big East* tells the tale of the most powerful and entertaining league in college basketball history"--

Shame is a powerful and sometimes useful tool. When we publicly shame corrupt politicians, abusive celebrities, or predatory corporations, we reinforce values of fairness and justice. But as Cathy O'Neil argues in this revelatory book, shaming has taken a new and dangerous turn. It is increasingly being weaponized -- used as a way to shift responsibility for social problems from institutions to individuals. Shaming children for not being able to afford school lunches or adults for not being able to find work lets us off the hook as a society. After all, why pay higher taxes to fund programmes for people who are fundamentally unworthy? O'Neil explores the machinery behind all this shame, showing how governments, corporations and the healthcare system capitalize on it. There are damning stories of rehab clinics, reentry programs, drug and diet companies, and social media platforms -- all of which profit from 'punching down' on the vulnerable. Woven throughout *The Shame Machine* is the story of O'Neil's own struggle with body image and her recent decision to undergo

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weight-loss surgery, shaking off decades of shame. With clarity and nuance, O'Neil dissects the relationship between shame and power. Whom does the system serve? How do current incentive structures perpetuate the shaming cycle? And, most important, how can we all fight back?

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