

## Eoin Treacy reveals his groundbreaking approach to market analysis in an essential new book

Have you ever wondered what the world's largest investors rely on to make their decisions? Analysts David Fuller and Eoin Treacy count some of the world's largest sovereign wealth funds, pension funds, traders and investors as subscribers. Their approach to measuring the rhythm of the market has been the secret weapon of alpha generators for decades. Now for the first time a book is available that sets out the approach to market analysis they employ on a daily basis at **FT-Money.com** using macro, behavioural, fundamental and technical cues.

At the heart of this approach is a groundbreaking application of the insights of **crowd psychology** to financial markets, underpinned by a factual use of technical analysis.

Eoin Treacy says:

*“Everyone knows a man who loves cars and a woman who loves shoes and bags. In just the same way, we can fall in love with our investments. No other emotion describes why it is so difficult to sell. After all, breaking up is hard to do. Greed and Fear are useful frames of reference for commentators but are enhanced when perceived through the lens of Love.”*

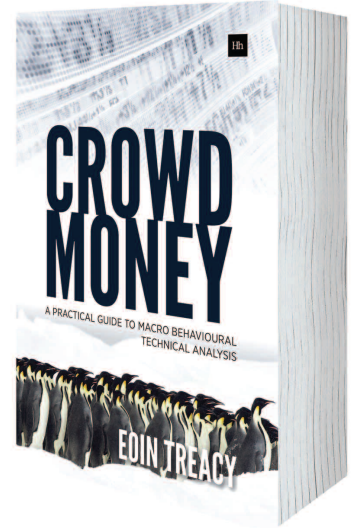
Fuller and Treacy's approach reveals something astonishing taking place in the markets right now. We are living in one of the most exciting periods of human history: a confluence of powerful themes is setting the stage for a major secular bull market in the decade 2015 to 2025. In the meantime, interest rates will need to normalise, which is likely to provide everyone with an unmissable buying opportunity. **Crowd Money** closes by revealing over 125 shares ideally placed to be the global bull market stars of tomorrow.

*“Eoin Treacy's new book is a treasure trove of ideas and insights from a serious student of today's markets.”*

**- Bill Bonner, President of Agora Publishing and author of *The Daily Reckoning***

*“Although behavioral analysis has been applied in financial and economic circles, Eoin Treacy's book is the first attempt I've seen to apply behavioral principles to technical analysis. Treacy's new book is a welcome addition to literature in both fields of analysis.”*

**- John Murphy, author of *Technical Analysis of the Financial Markets***



Eoin Treacy has spent a decade as a global strategist and partner at [Fullermoney.com](http://Fullermoney.com), where he has represented the service on speaking tours to the USA, Australia and Singapore. He is an expert in the firm's unique macro behavioural approach to financial market interpretation and has appeared on Bloomberg TV, CNBC, CNN, CNBC India, NDTV Profit and the BBC World Service as a commentator on equities, bonds, commodities and currencies. In 2013 David Fuller and Eoin Treacy formed [FT-Money.com](http://FT-Money.com) (coming soon) to take their service to the next level and to enhance the product experience for their many subscribers.

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