



BLOOMBERG CHART DAY 2010

Erlanger Studies [ERLA <go>] on Bloomberg

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Phil Erlanger Research Co., Inc.

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Bias

Setups

Triggers

Bias

Highlight the Big Picture

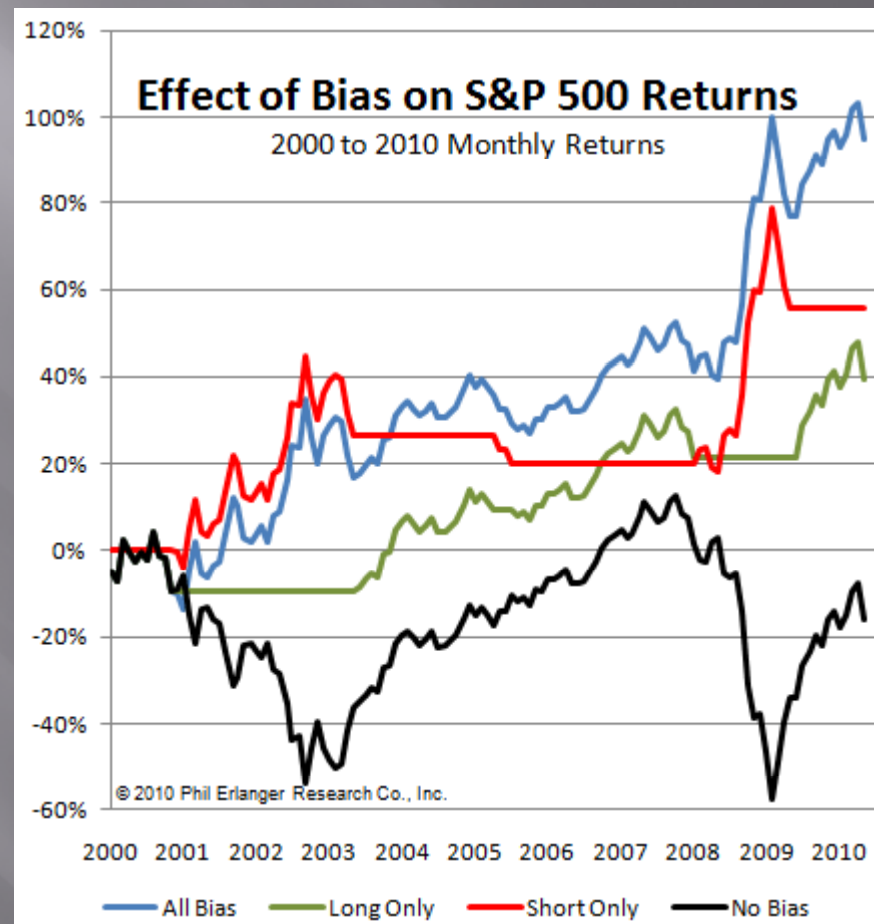
Long vs. Short Positions

Use Setup and Triggers to Trade with the Bias

Bias



Bias



Bias

Moving with the Monthly DMA Channel

S&P 500 since 1998

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Direction	Start Date	S&P 500	End Date	S&P 500	% change	# of months
Up	Oct-1998	1098.67	Nov-2000	1314.95	19.69%	25
Down	Nov-2000	1314.95	May-2003	963.80	26.70%	30
Up	May-2003	963.80	Jan-2008	1374.30	42.59%	56
Down	Jan-2008	1374.30	Jul-2009	987.48	28.15%	18
Up	Jul-2009	987.48	Jun-2010	1030.71	4.38%	11
Down	Jun-2010	1030.71	?			

Moving with the Monthly DMA = 121.51%

Buy and Hold =

Oct-1998	1098.67	Jun-2010	1030.71	-6.19%	140
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Bias



Bias



Bias



Bias



Setups

Indicate a Potential Change in Trend

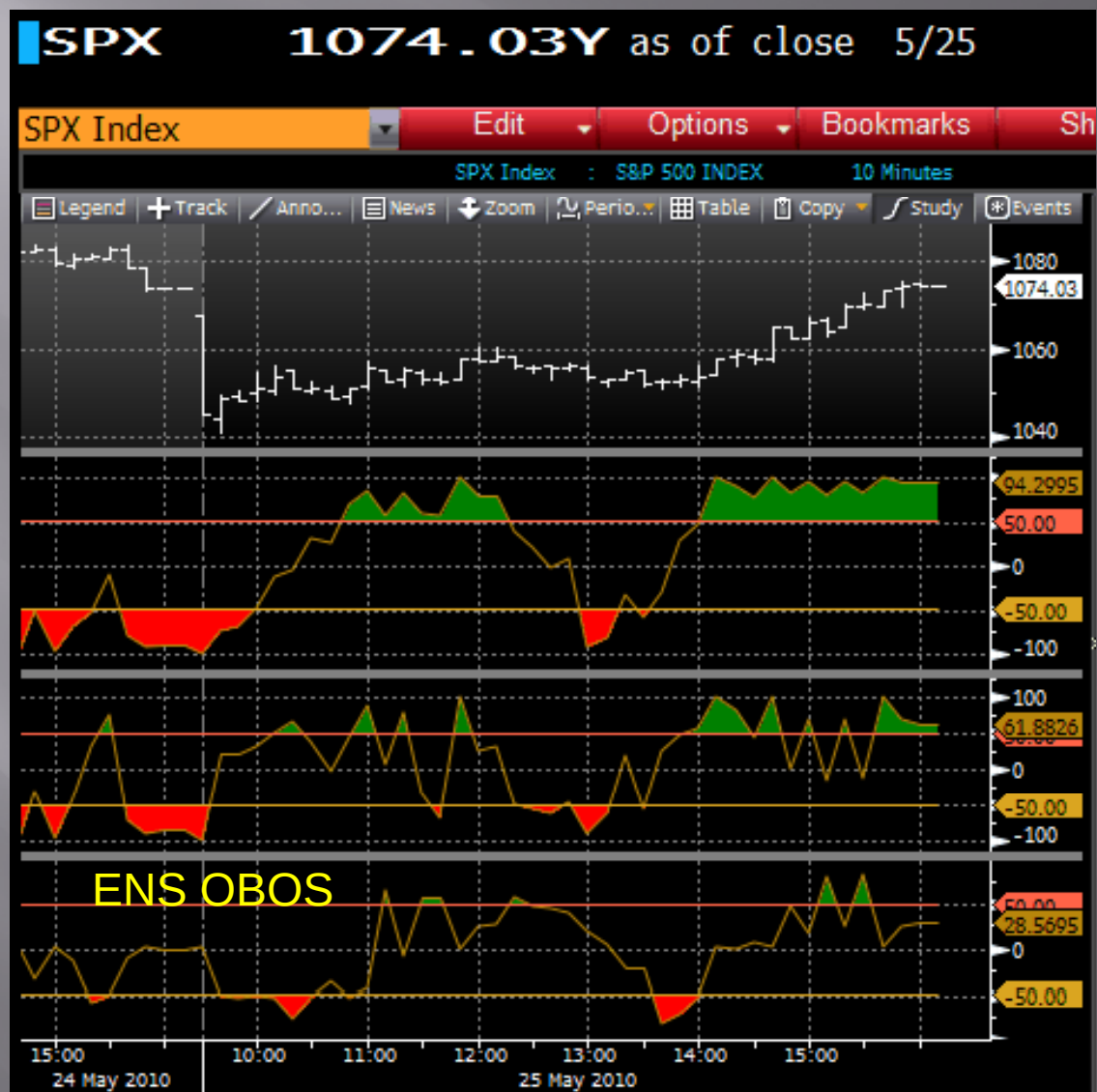
**Find Moments that often Precede
a Change in Trend**

**Use Triggers to Make a Trade
Following a Setup**

Setups



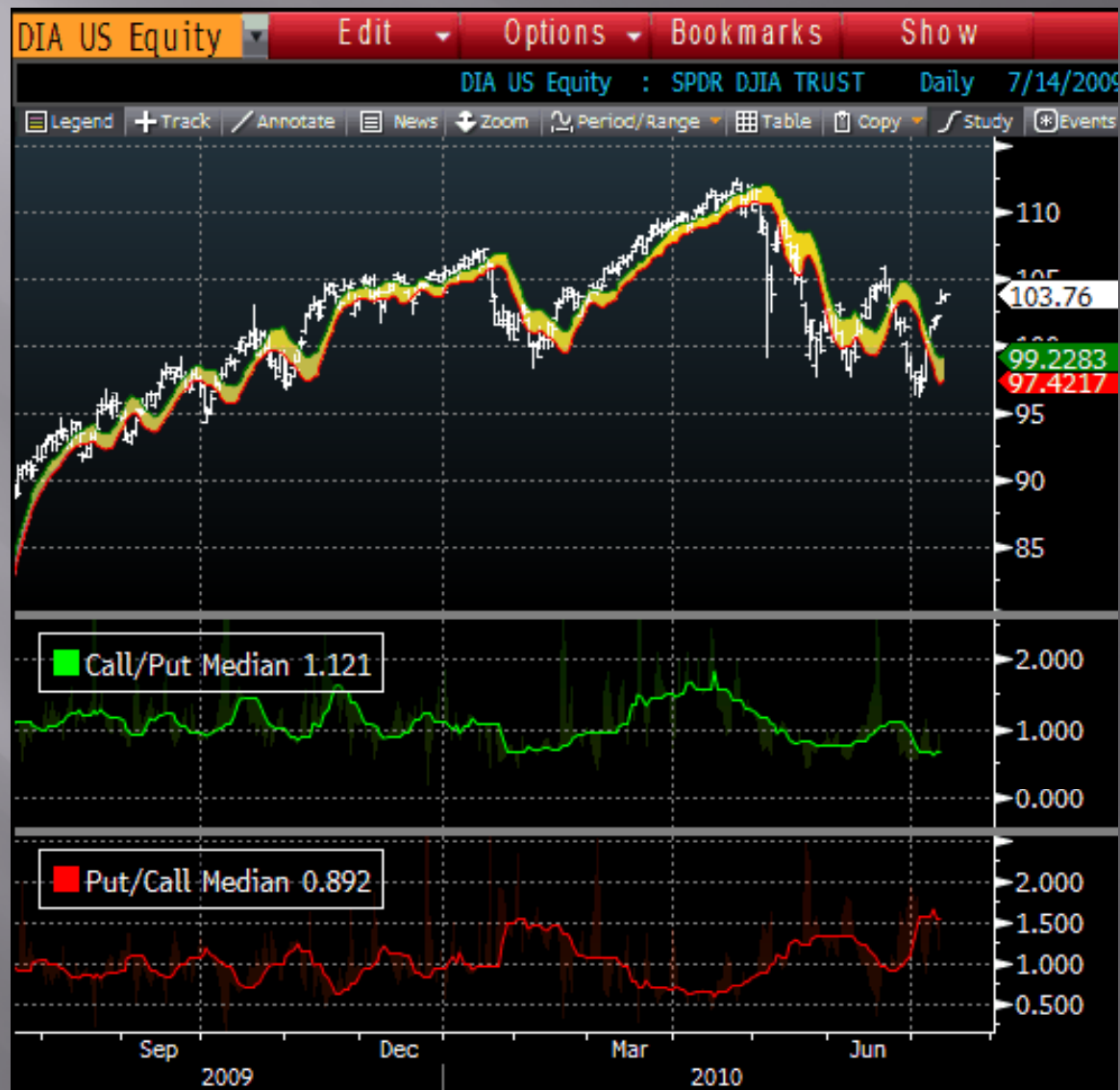
Setups



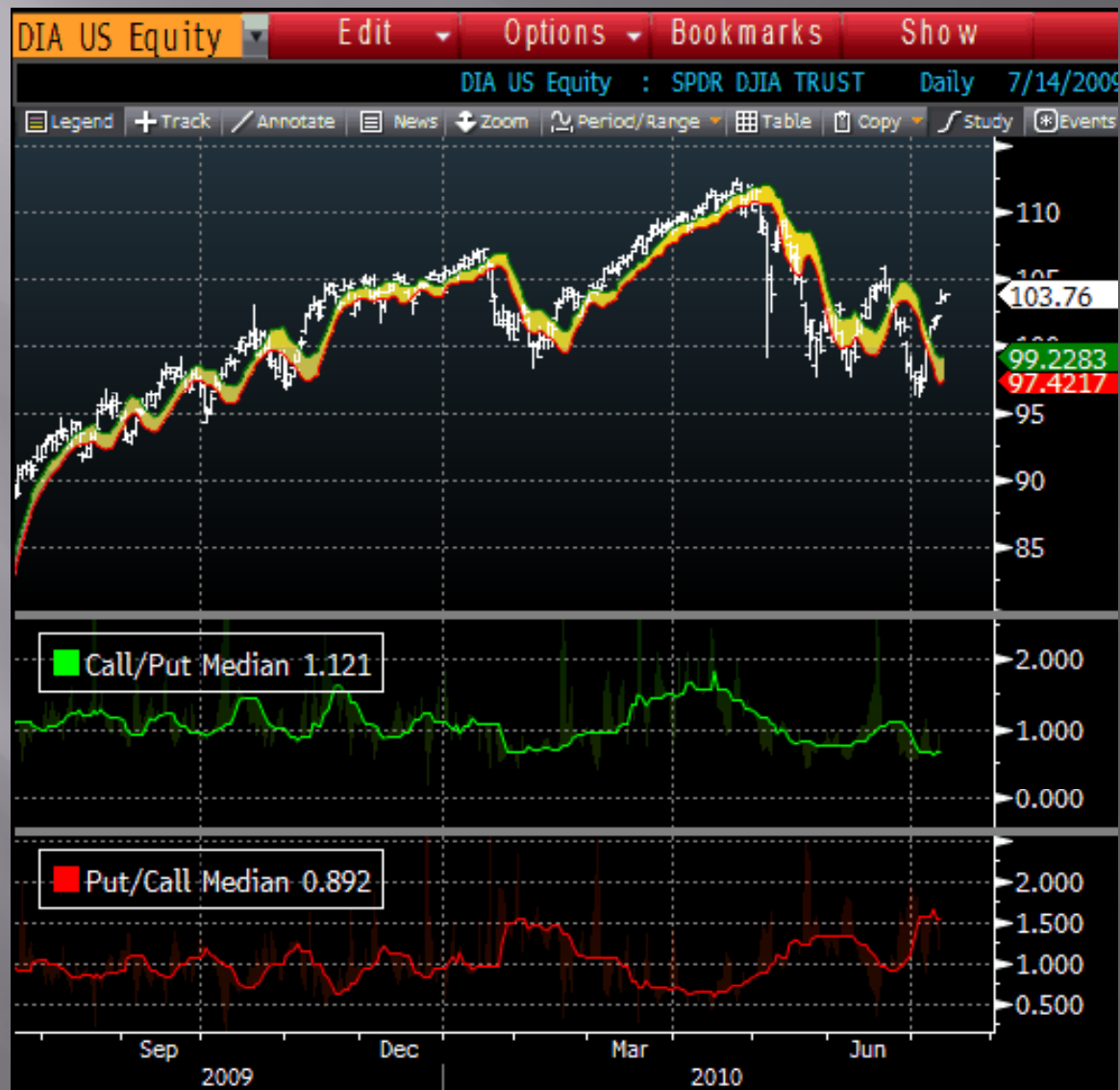
Setups



Setups



Setups



Triggers

Used to Enter a Trade

Entry Points Following Setup Indications

Triggers Used in Line with the Bias

Triggers



Triggers



Triggers



Bias or Trigger?



Bias or Trigger?



Bias or Trigger?



Bias or Trigger?



Bias or Trigger?



Bias or Trigger?



Bias or Trigger?

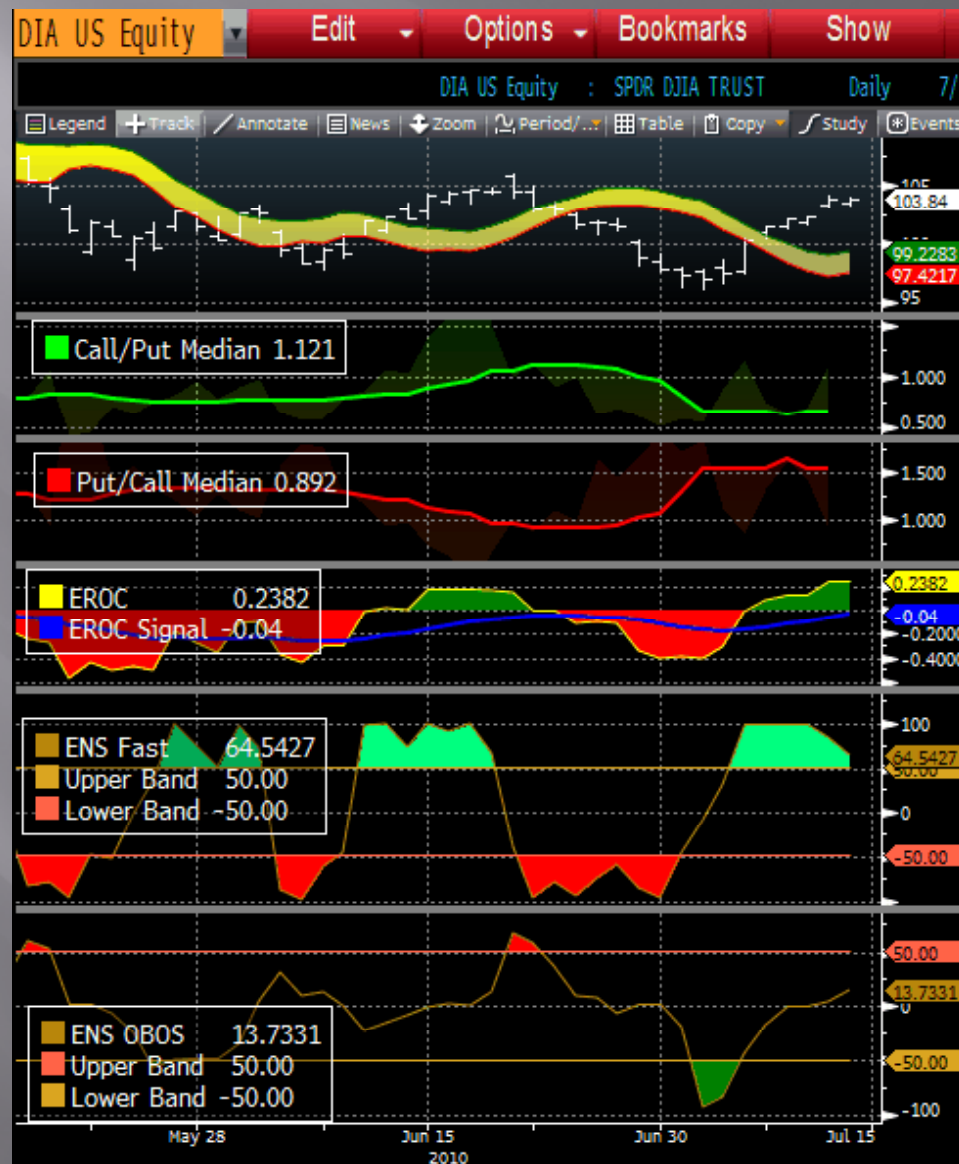


Bias or Trigger?

Sample Portfolio

Symbol	Close	Net%	EROC:W	EROC:D	EROC:15
BJ	43.91	0.07%	Up	Up	Up
CAT	66.70	-0.13%	Up	Up	Up
CSCO	23.74	2.82%	Up	Up	Pullback
SMH	28.10	-0.32%	Up	Up	Down
INTC	21.36	1.67%	Up	Up	Down
T	24.96	0.04%	Rally	Up	Up
GOOG	491.34	0.44%	Rally	Up	Up
BP	36.18	-1.90%	Rally	Up	Rally
F	11.81	1.29%	Pullback	Up	Up
ROK	52.53	-0.27%	Pullback	Up	Up
\$NDX	1853.41	0.45%	Pullback	Up	Up
AMZN	123.30	-0.28%	Pullback	Up	Up
SYN	29.97	0.10%	Pullback	Up	Up
BA	64.75	0.50%	Pullback	Up	Down
SANM	15.74	0.90%	Pullback	Up	Down
AAPL	252.73	0.37%	Pullback	Down	Up
SNE	29.08	-0.51%	Down	Up	Up
\$SPX	1095.17	-0.02%	Down	Up	Up
LINC	20.75	0.34%	Down	Up	Up
AA	10.91	-0.82%	Down	Up	Down
AMGN	52.62	-0.27%	Down	Rally	Up
HD	28.28	-1.26%	Down	Rally	Rally

Fun Charts - DIA



Fun Charts - GOOG



Fun Charts - AAPL





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