



# 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**

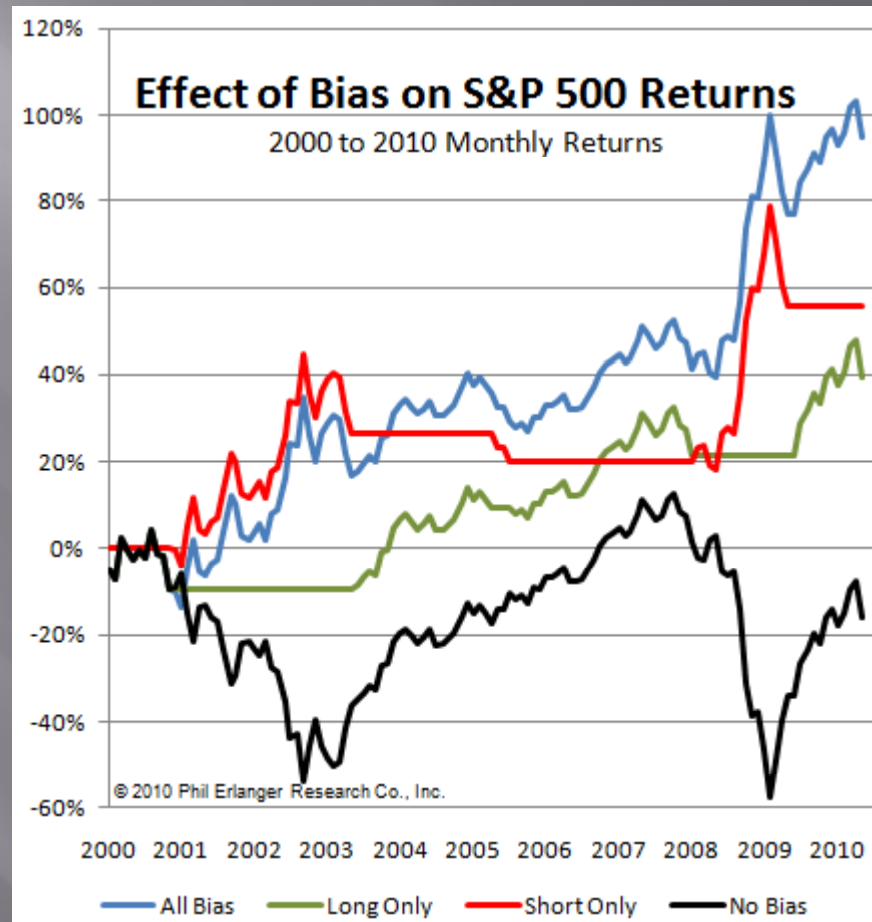
**Long vs. Short Positions**

**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

# Bias



# Bias



# Bias



# Bias



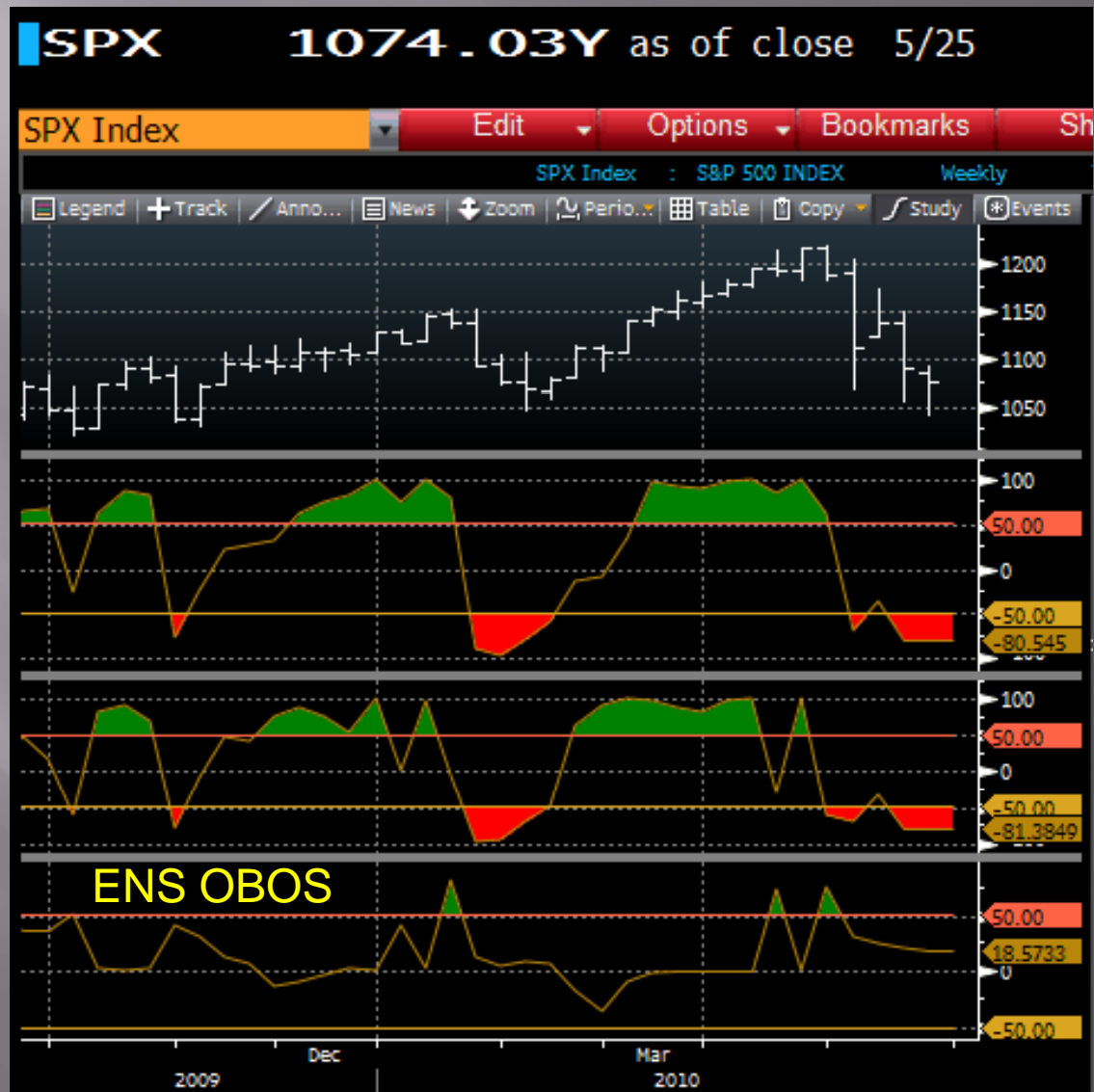
# Setups

**Indicate a Potential Change in Trend**

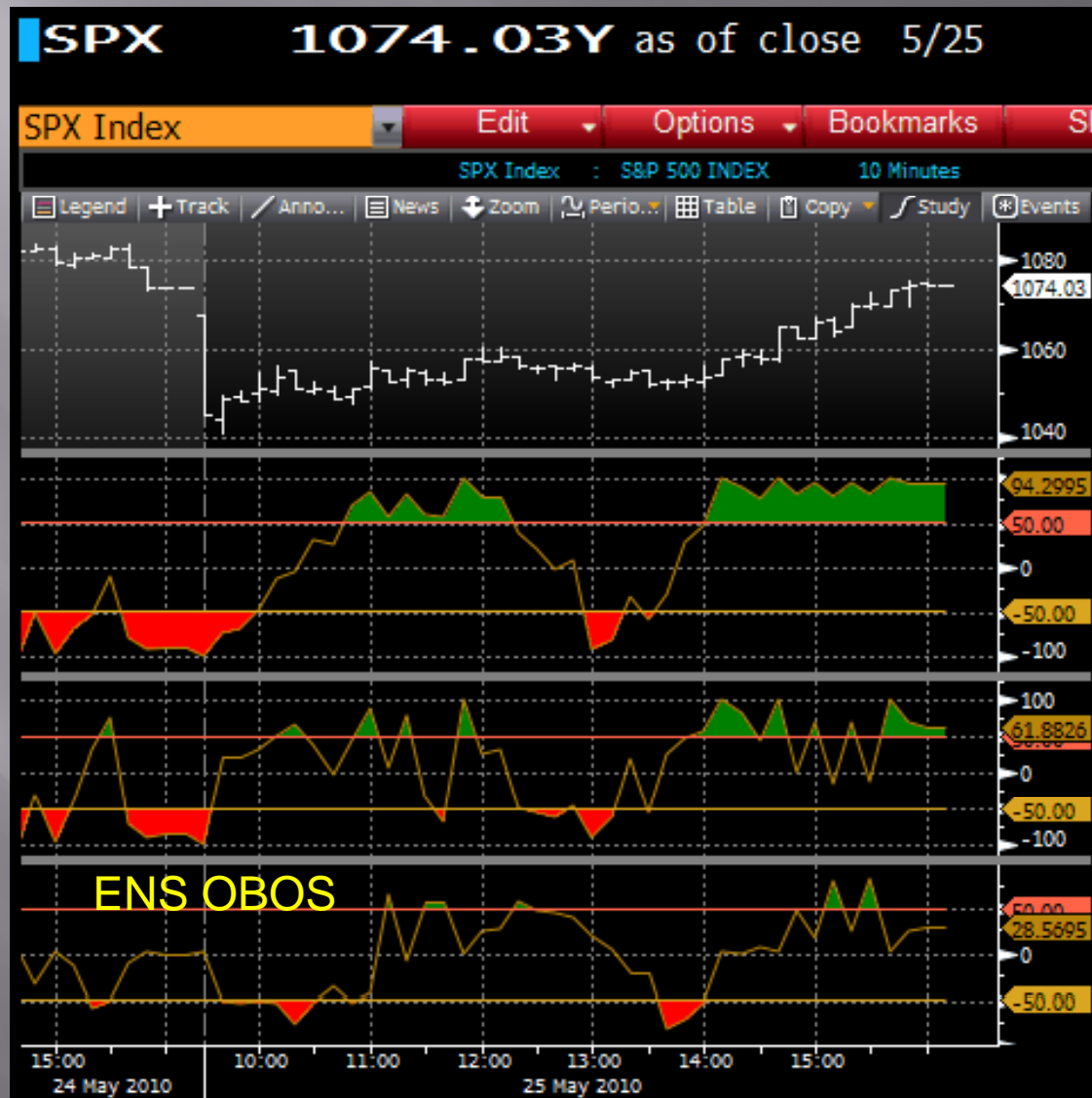
**Find Moments that often Precede  
a Change in Trend**

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

# Setups



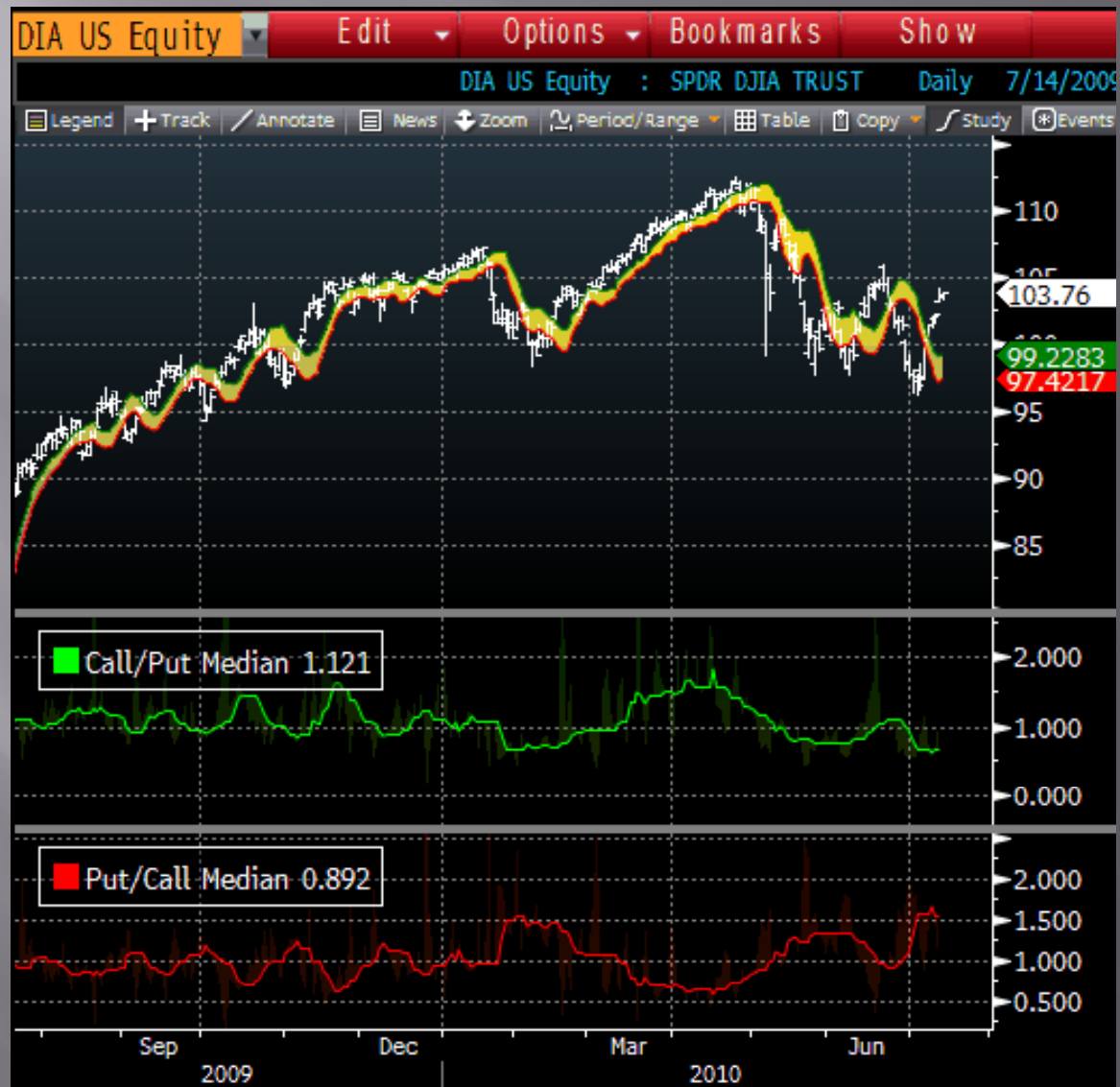
# Setups



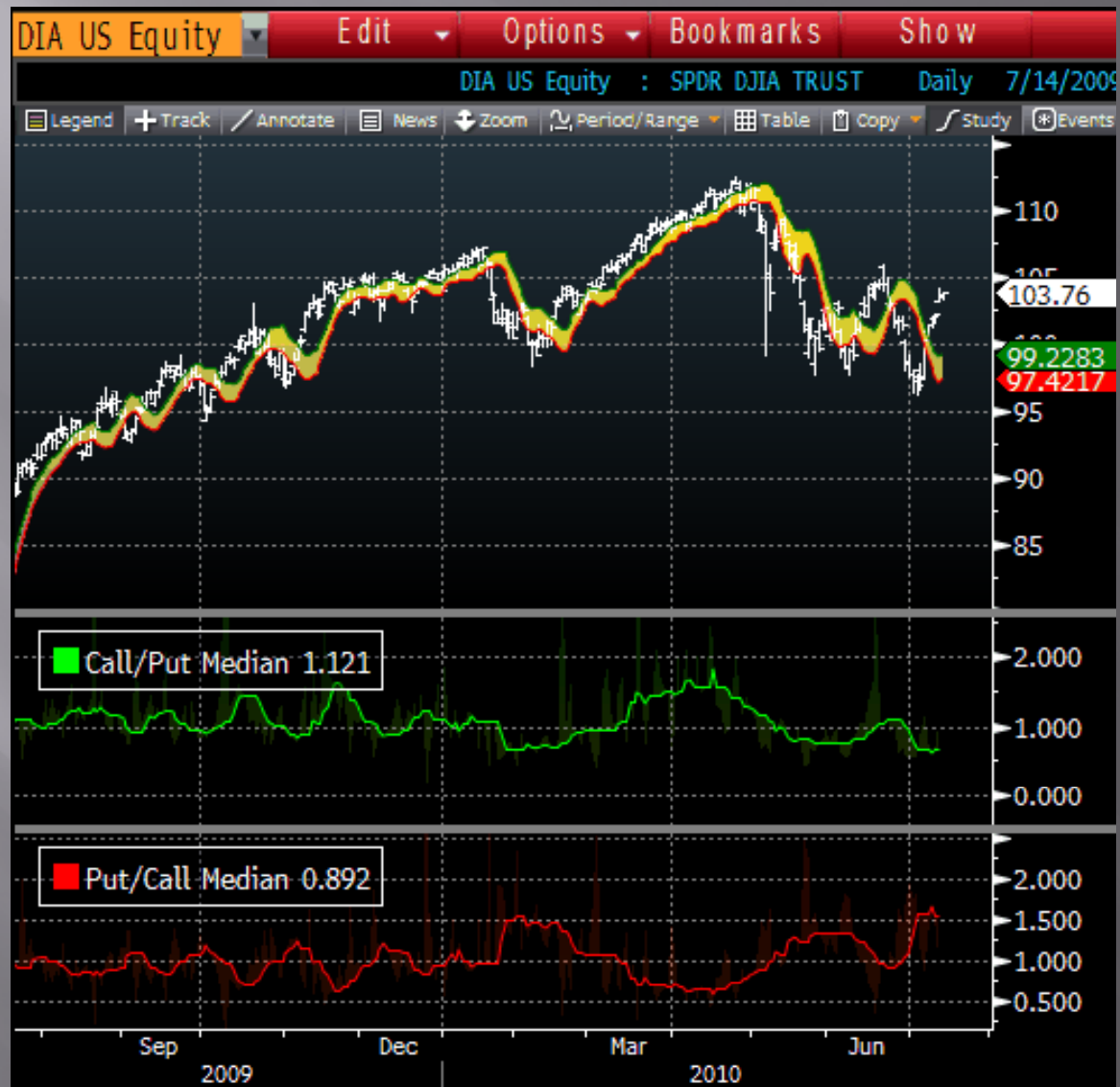
# Setups



# 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?

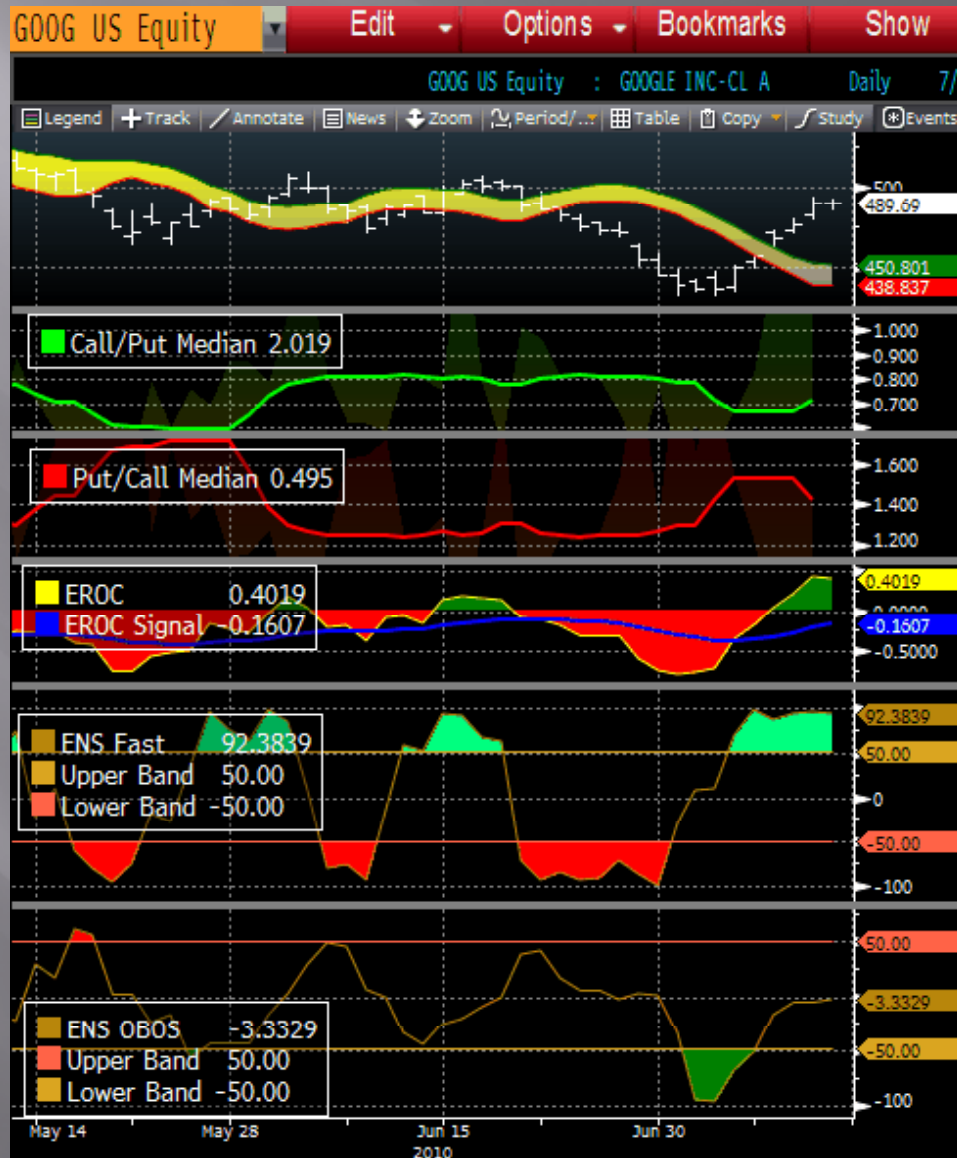
Sample Portfolio

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

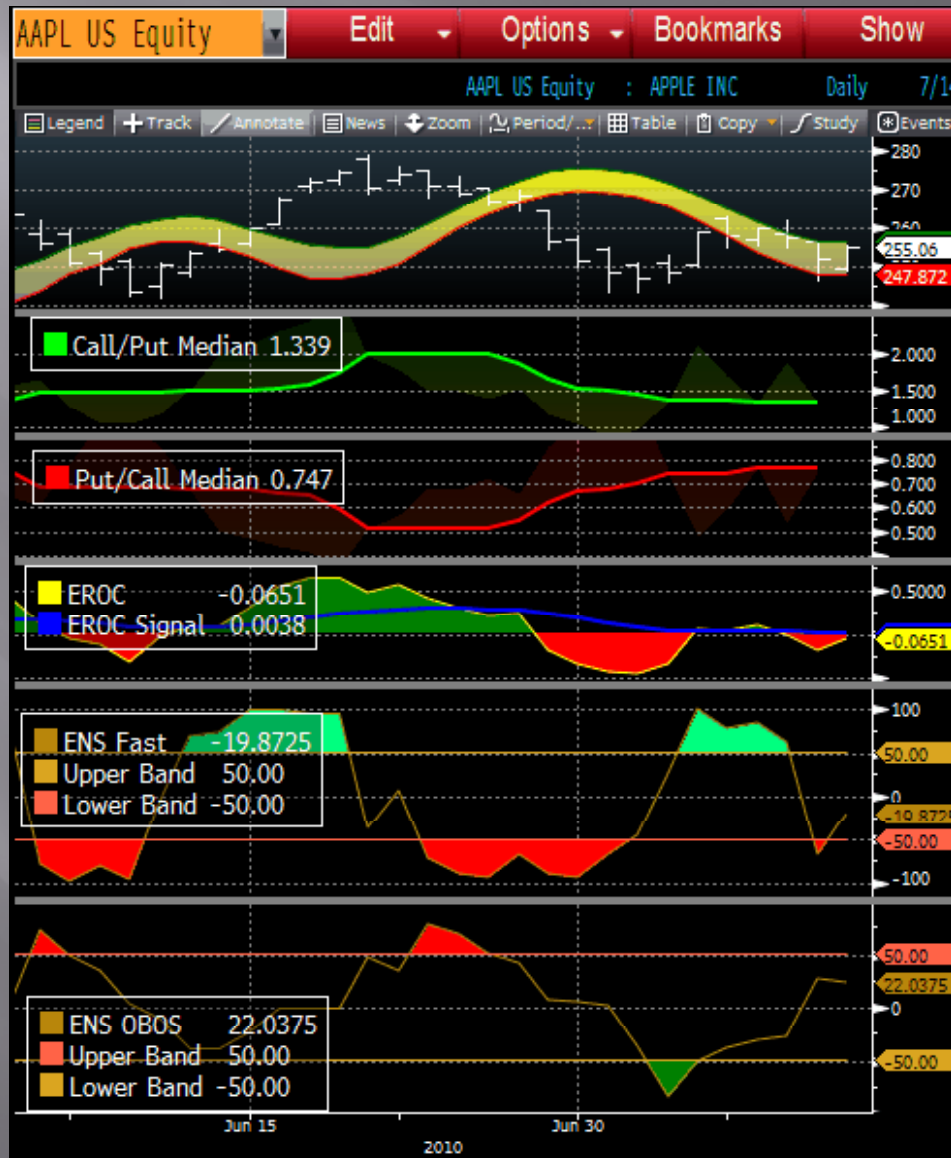
# Fun Charts - DIA



# Fun Charts - GOOG



# Fun Charts - AAPL





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