



Goals to Gold: Trading the football pitch for the financial markets

Lee Sandford

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An inspirational journey from footballer to trader

GOALS TO GOLD tells the fascinating and unexpected story of one man's journey from top-flight football to the cut-and-thrust world of the financial markets.

This book also explores the relationship between sports and trading success - making it the perfect book for any sports fan who's ever wondered whether they could make a go of it in the markets.

Lee Sandford spent 17 years as a professional footballer, playing for Portsmouth, Stoke City, Sheffield United and Reading. But when his career was over, he didn't retire to a pundit's sofa or the golf course. He entered another fiercely competitive world: the stock market.

Goals to Gold tells the story of his days as a footballer and subsequent time as a trader, laying bare the sobering facts of a life scattered with huge achievements, near misses and big disappointments.

Part exploration of the unseen side of football and part introduction to financial trading, it shows how the important qualities in football and trading alike are hard work, determination, patience and sticking to your strategy even when the studs-up tackles are flying.

Packed with real-life, behind-the-scenes stories involving promotion, relegation and trophies in football and trading through booms and busts in the markets, Goals to Gold is a gripping and revealing read - perfect for football fan and trader alike.



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