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Financial Analysts Journal®

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A professional headshot of a man with short, light-colored hair, wearing a dark blue suit jacket over a light blue button-down shirt. He is looking directly at the camera with a neutral expression. The background is an office environment with a large window and some blurred office equipment.

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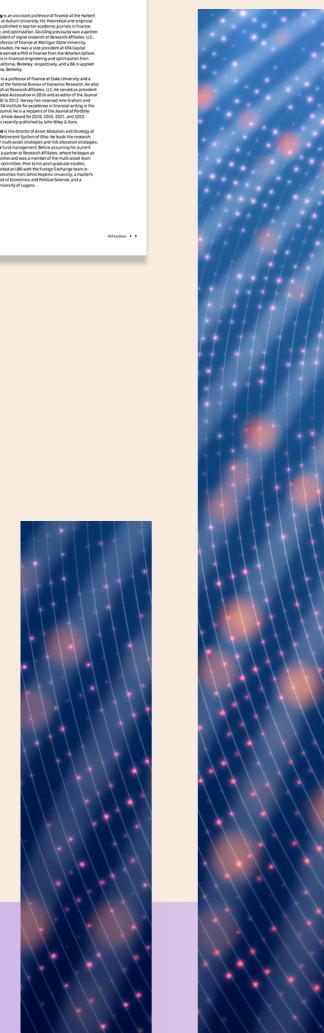
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Watch author **Campbell Harvey** from **Duke University - The Fuqua School of Business** and **Research Affiliates** in this video as he discusses "Breaking Bad Trends." his recent article in the **Financial Analysts Journal**.

The article looks at strategies to improve performance during trend breaks using a dynamic trend-following approach that exploits the return-forecasting properties of market corrections and rebound trend breaks.

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Edward McQuarie,
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"Anyone who knows anything about CFA Institute and getting that qualification knows you automatically read the *Financial Analysts Journal*. It's going to sound funny, but if you're sitting on a trading floor, the smartest people in the room are the ones who read the *Financial Analysts Journal*."

Emmanual Pezier,
Associate Scholar at Saïd Business School, University of Oxford

