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<sup>3</sup>E-mail address: zhuyz@sem.tsinghua.edu.cn; phone: (86)10-6278-6041; fax: (86) 10-6278-5876. \*This paper supersedes two earlier complementary working papers under titles "A Theory of Technical Trading Using Moving Averages" and "Trend Factor: A New Determinant of Cross-Section Stock Returns," We are very grateful to William Brock, Henry Cao, Michael Cooper, George Constantinides, Darrell Duffie, Wayne Ferson, Campbell Harvey, Jennifer Huang, Fuwei Jiang, Wei Jiang, Raymond Kan, Robert Kieschnick, Blake LeBaron, Steve LeCompte, Hening Liu, Christopher Neely, David Rapach, G. William Schwert (the managing editor), George Tauchen, Jun Tu, Ngoc-Khanh Tran, Xavier Vives, Yuhang Xing, Jiang Wang, Anwen Yin, Jinfan Zhang, Xiaoyan Zhang, seminar participants at Cheung Kong Graduate School of Business, Hong Kong University of Science and Technology, London Imperial College, Renmin University, Peking University, Tsinghua University, University of Houston, University of North Carolina at Charlotte, University of Texas–Dallas, University of Warwick, Washington University in St. Louis, and Xiamen University, and conference participants at the 2013 Society for Financial Studies Cavalcade, 2013 China Finance Review International Conference, 2013 Southern Finance Association Conference, 2014 Annual Missouri Economics Conference, 2014 China International Conference in Finance, 2014 China Finance Review International Conference, 2014 World Finance Conference and 2014 Bernstein Quant Conference, and especially to Andrew Lo (the referee) for his many insightful and detailed comments that have substantially improved the paper.

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