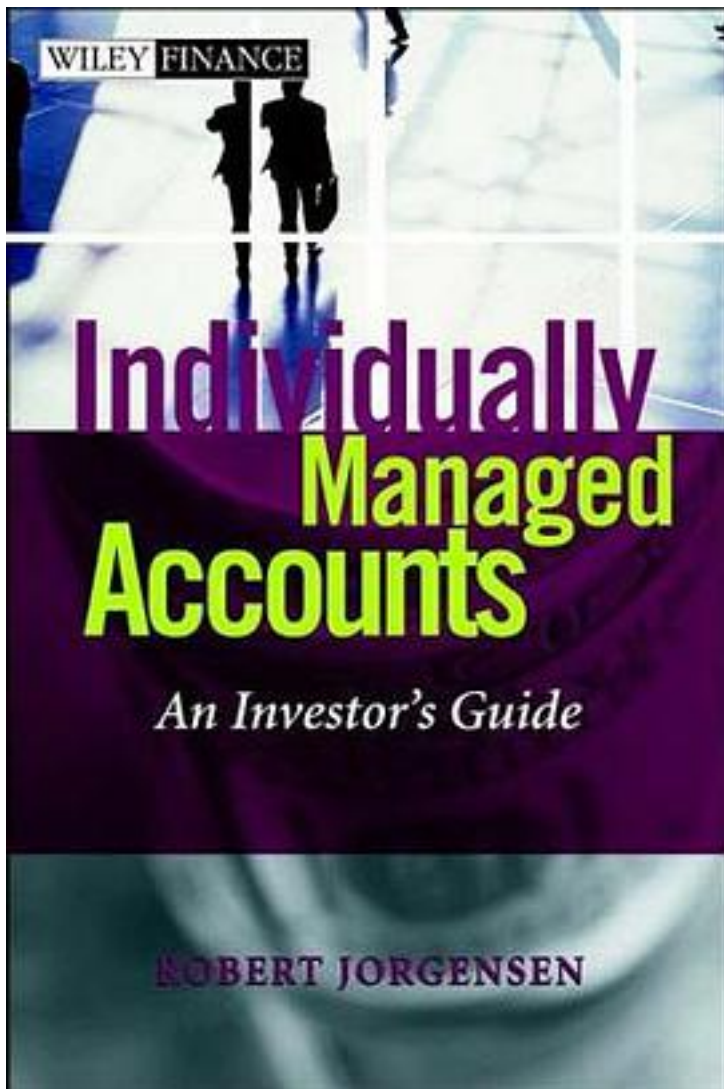


Individually Managed Accounts



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The first investor-friendly book on IMAs

By 2010 nearly five million households will invest more than \$2.6 trillion in individually managed accounts (IMAs). Today nearly \$470 billion is invested in IMAs, yet not one book has clearly addressed the topic-until now. Individually Managed Accounts: An Investor's Guide shows investors what IMAs are, how to use them, and the related pros and cons of investing in them compared to other investment alternatives.

Robert Jorgensen, CIMA (San Diego, CA), is the founder and CEO of RunMoney. He also founded Lockwood Pacific Investment Group and held senior positions at E. F. Hutton and Salomon Smith Barney. He is a regular speaker at numerous financial forums.

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